

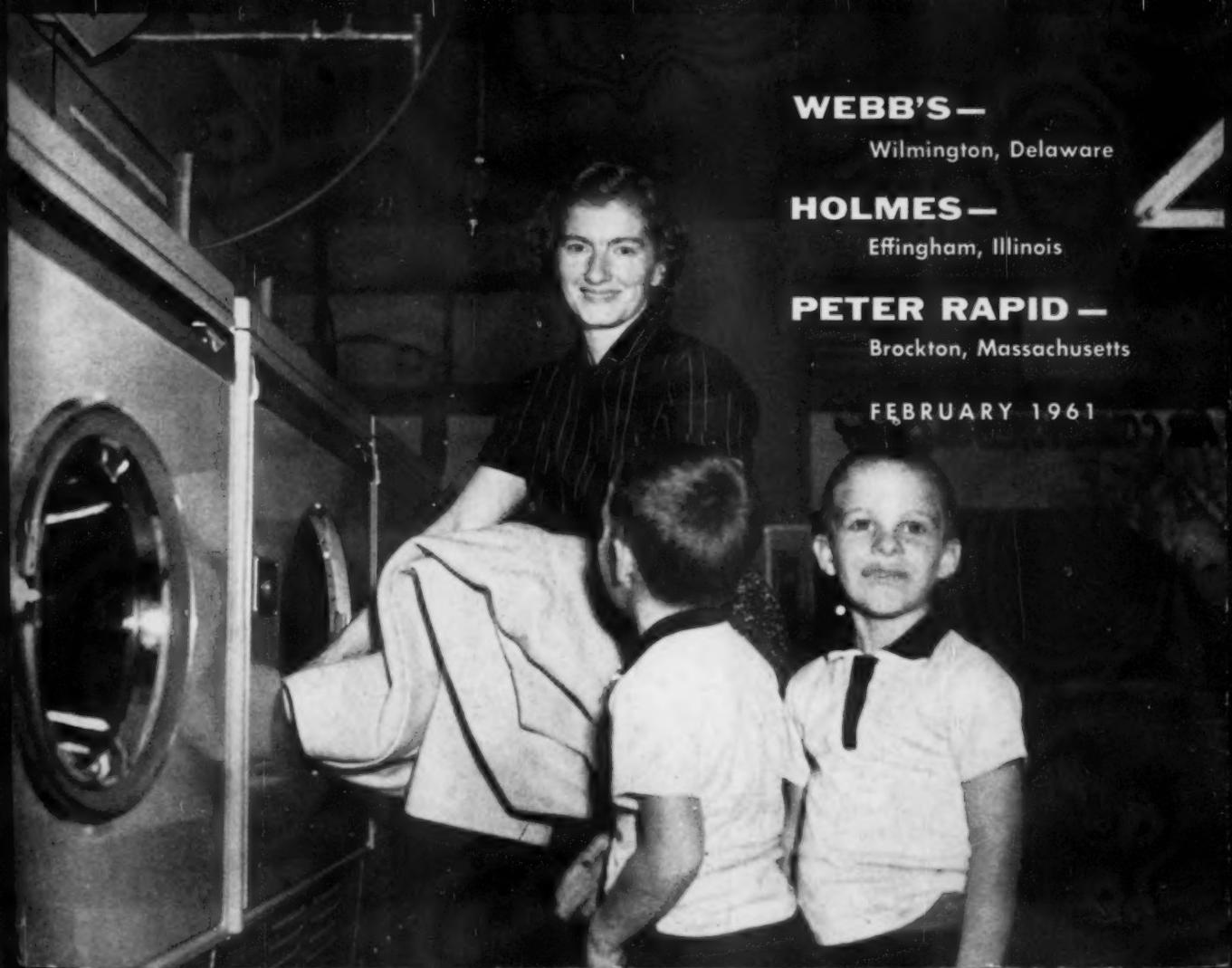
*First in  
The Drycleaning  
Industry  
Since 1910*

THE

# CLEANER

A REUBEN H. DONNELLEY PUBLICATION

## Coin-Op Drycleaning Is Here!...



**WEBB'S—**

Wilmington, Delaware

**HOLMES—**

Effingham, Illinois

**PETER RAPID—**

Brockton, Massachusetts

FEBRUARY 1961

**Catch  
'em  
both!**





SUPERIOR SPOTTING PERFORMANCE ASSURED!

- SAFE on all types of fabrics!
- EFFECTIVE on spotting board or cleaning table!
- ECONOMICAL—saves time and money!

# BUCKEYE ALL-PURPOSE WET SPOTTER

This all around wet spotter does a truly amazing job of removing obstinate water soluble soils and stains.

Buckeye Wet Spotter will quickly remove perspiration, blood, salad oil, coffee, albumin, beer and gravy stains, as well as grease, meat gravy, mustard and soft drinks. Also very effective in the removal of some inks, paints, medicine, and shoe polish.

**SAFE FOR ALL TYPES OF FABRICS:** silks, synthetic fabrics, woolens and cottons.

Contact your nearest jobber for information about this and other Buckeye products.

SYMBOL OF QUALITY

THE **DAVIES-YOUNG**  
**SOAP COMPANY**  
BOX 995 DAYTON 1, OHIO

Producers of Quality Products for the Dry Cleaning Industry Since 1844

# Catch 'em both!

You get rid of Dirty Solid with Hyflo®... Now you've got Hysweet® to get rid of Fatty Acid (and with minimum detergent loss!)

Don't have to tell you what grief Fatty Acid causes. Expense, too, when you go after him with ordinary sweeteners or distillation. Well, meet your answer... Johns-Manville's new Hysweet.

In Hysweet you have a sweetener that purges more free fatty acids from your solvent than anything but distillation. And since Hysweet almost ignores "soap," you s-a-v-e... up to \$750 annually, tests show, with a 700-gallon charged system, as compared to weekly distillation.

With Hysweet—added after your Hyflo precoat—the need to distill is greatly reduced—even eliminated. There is no free fatty acid build-up in your solvent.

Ask your Hyflo dealer for Hysweet. Or write: Johns-Manville, Box 14, New York 16, N. Y. In Canada, Port Credit, Ontario.

## HYFLO • HYSWEET



\*Hysweet and Hyflo trademarks Reg. U.S. Pat. Off.

**JOHNS-MANVILLE**





# Save on multi-stop routes with new **'61 FORD PARCELS**

## **SAVE ON BODY INSTALLATION . . . WITH A FORD WINDSHIELD-FRONT-END OR STRIPPED-CHASSIS**

Fleet operators requiring units with "special" delivery bodies are finding that the combination of a Ford Parcel Delivery chassis and a customized body from one of the industry's major body manufacturers is one of the best ways to beat rising costs.

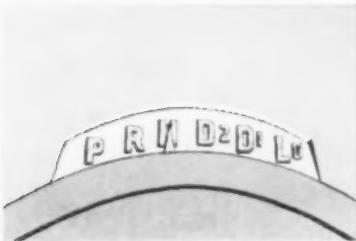
The Ford Parcel Delivery line for 1961 brings more and bigger savings to a greater number of operations with a complete range of models from 4,000-lb. to 15,000-lb. GVW. The new P-100 stripped-chassis model is an unmatched economy unit for lightweight, bulky, stop-go loads. For longer routes and heavier payloads, the P-350, 400 and 500 Series with windshield-front-end or stripped-chassis models are recommended. Ford also offers larger models in the P-600 Series (available on special order) for GVW's up to 18,500 lb.

Ford's P-Series models with windshield-front-end have a mounting flange at the top which makes it easy to attach a custom body roof. They also include a straight door pillar to facilitate door fitting. All controls and instruments are located within easy reach and view of driver, and tilt-forward seat provides generous aisle space.

Most of the leading parcel delivery body manufacturers also offer custom bodies designed specifically for Ford's stripped-chassis units. Available in six different wheelbases, these chassis models come with a complete package of electrical instruments, controls and equipment which further simplifies the body installation. Your Ford Dealer will gladly work with any equipment manufacturer to help you meet your parcel delivery needs.



**P-100** Available as chassis only; 96- and 102-in. wheelbase for bodies with 6 to 9 ft. load length. Cubic capacity up to 250 cu. ft. GVW 4,000 to 5,000 lb.

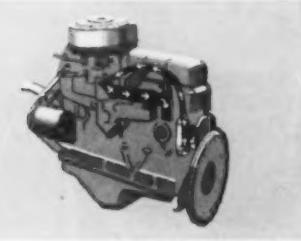


**SAVE WITH  
HD CRUISE-O-MATIC**

Optional on P-350 through P-500 models, this transmission automatically provides correct application of power for all driving conditions and helps cut maintenance costs. Saves time and effort, too—gives the right "go" for every driving range.

**SAVE WITH  
ECONOMY CARBURETOR**

Ford now offers an optional carburetor for the standard 223 Six engine that gives greatly improved gasoline mileage for stop-go operations. This economy carburetor reduces fuel consumption at idle speeds and still provides proper fuel mixtures for good acceleration.



**SAVE WITH POSITIVE  
CRANKCASE VENTILATION**

Positive Crankcase Ventilation, standard on both the 223 Six and 292 V-8, is designed to provide proper ventilation whether vehicle is standing or moving. It cuts engine corrosion and oil contamination for greater engine durability and extended oil life.

## EXTRA-VALUE FORD PARCEL CHASSIS FEATURES

- **HYDRAULIC ACTUATED CLUTCH . . .** HD 11-inch clutch is standard on P-350 through P-500; 10-inch clutch furnished on P-100. Hydraulic actuation reduces driver fatigue, prolongs clutch life.
- **LARGE COOLING CAPACITY . . .** High capacity "Flat Tube-and-Fin" type radiator provides for better engine cooling. Especially important for congested city work.
- **ORSCHELN PARKING BRAKE LEVER . . .** Standard on P-500, optional on P-100 through P-400. Permits easy inside adjustment of parking brake linkage.
- **AUXILIARY REAR SPRINGS . . .** Optional on P-400 and P-500 Series. Provide for extra capacity when the loads or road conditions are severe, and still allow a smooth ride under normal conditions or light loads.
- **WIDE-TREAD FRONT AXLES . . .** Provide greater front end stability, shorter turning diameter and unmatched maneuverability.
- **DOUBLE-ACTING SHOCK ABSORBERS . . .** Standard on P-100 through P-400 Series, and optional on P-500, provide smooth, level ride control.
- **STRAIGHT-LINE DRIVE . . .** Large tubular shafts and needle bearing universal joints are installed with minimum shaft angles for smooth power flow. Rubber-encased center bearing with neoprene seals is used on longer wheelbases.

# FORD TRUCKS COST LESS

YOUR FORD DEALER'S "CERTIFIED ECONOMY BOOK" PROVES IT FOR SURE...

FORD DIVISION, *Ford Motor Company*.

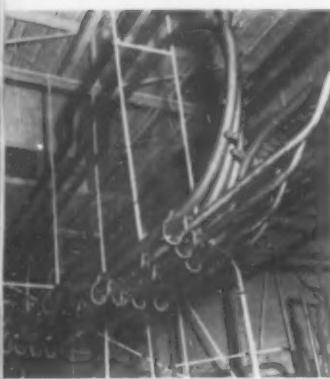


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is well received  
at pioneer installations



Here's a novel idea  
that puts "wings"  
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FEBRUARY 1961 • VOL. 52, NO. 2

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### MAIL CHANGE OF ADDRESS AND SUBSCRIPTION ORDERS TO:

The National Cleaner, Reuben H. Donnelley Corp., 466 Lexington Avenue, New York 17, New York.  
Change of address should reach us one month in advance.

SUBSCRIPTIONS: United States and Canada, \$4.00 per year; foreign countries in postal union, \$6.00 in advance. Single Copy: United States and Canada, 50 cents; foreign, 75 cents. Guidebook issue \$2.00.  
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# Q

• How does  
your drycleaning  
differ from  
the coin-ops?



**MYCEL**

THE 2-BATH METHOD

with Conductivity Control

Our drycleaning is better  
because we give your garments  
an EXTRA RINSE  
in distilled solvent!

MP-353 COPYRIGHT 1961 R. R. STREET & CO. INC. 561 W. MONROE ST. CHICAGO 6, U.S.A.

# NEW PRODUCTS and literature



## Wanted!

These cute culprits, Fatty Acid and Dirty Solid, are the subject of a mail promotion that drycleaners will be receiving shortly from Johns-Manville. The mailing consists of an envelope and stuffer describing how the cleaner can lick the problem of fatty acid and dirty solid with the help of Hyflo and Hysweet filter aids. A return postcard offers a copy of J-M's Drycleaner's Handbook and a copy of a report by the National Institute of Drycleaning on the use of Hysweet for control of free fatty acid buildup.

For more information: Johns-Manville, Celite Division, 22 E. 40th St., New York 16, N. Y.



## New Type Filter

The Per-Flex Combo is a new filter system said to be unbridgeable, non-clogging and indestructible. The filter tubes are completely flexible. The tube sheet which holds the tubes is free-floating within the filter body and attaches only to the shaft that comes through the head. The non-blinding design of the Per-Flex tube is

## YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention THE NATIONAL CLEANER.

said to change its diameter and length with differences in position and pressure, while each stainless-steel strand changes its position in relation to the others, completely dislodging all particles of dirt and powder.

For additional information: Per Corporation, P. O. Box 305, Orange, N. J.



## New Moth Repellent

PMD is said to be completely soluble in all drycleaning solvent, usable with charge detergents and sweeteners, and will pass through the filter. Five gallons of PMD treats 1,000 gallons of solvent. The moth repellent also contains WW 19, a fungicide and mildewproofing agent.

For a descriptive brochure, write Dixo Company, Inc., 158 Central Ave., Rochelle Park, N. J.



## Spotter's Slide Rule

The Spotter's Slide Rule indicates the correct spotting procedure and selection of commercial spotting agents to be used on specific stains. No trade names are used. Rather than showing a single formula, the device, invented by Cort Antonson, analyst and former NID

spotting instructor, shows several recommended procedures for spotting.

The device is available without charge to purchasers of Adco spotting agents.

For more information: Adco, Inc., 900 W. Main St., Sedalia, Mo.

## Overhead Dryset

The new overhead Dryset air vacuum unit has been designed for small to medium cleaning plants where floor space is at a premium. The overhead Dryset is available to handle from four to eight press installations. The new unit has all of the features of the standard vertical units: interchangeability of all turbines and condenser tanks; lint-proof construction; triple-size cooling fan, etc.

For additional information: Lamson Corporation, Lamson St., Syracuse 1, N. Y.



## Liquid Detergent

Crown Royal #1 Neutral Lubricant is a colorless high-density liquid detergent designed to dissolve all types of water-soluble soil. The manufacturer claims that the detergent is useful for wet spotting for lipstick, alcohol and grease, as well as for wetcleaning all washable fabrics. Crown Royal #1 Neutral Lubricant has neutral pH and medium low foam, is said to be stable to acid and alkali.

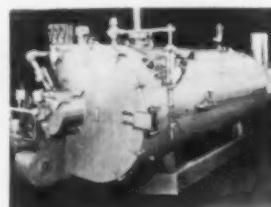
For more information: Anscott Dry Cleaning Products, Inc., P. O. Box 566, Industrial West, Clifton, N. J.

## Improved Drier

Jet 60 commercial drier contains many new features, including positive heat flow which traps, directs and controls heat. The burner unit has been repositioned in conjunction with new baffling. A modified impeller system, more rigid lint door and a self-cleaning lint trap have been added. The

manufacturer claims that tests show 27-pound loads being fluff-dried in less than 15 minutes at 180° reduced temperature.

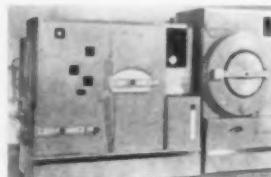
For more information: Cleco National Products, Inc., 249 W. Mitchell Ave., Cincinnati 32, Ohio.



## New Boiler Design

Powermaster Positive Flow (Model PF) packaged automatic firetube boilers have three-pass design with no tubes directly above or below the furnace. Burner and furnace are located on the left side at the horizontal center line of the boiler. The boiler features hinged front cover with quick-opening fasteners, hinged and divided rear cover, and optional standard dry-back or wet-back construction.

For additional information: Orr & Sembower, Inc., Morgantown Rd., Reading, Pa.



## New Clothing Unit

New Guardian 40 perchlor cleaning unit is said to handle 105 to 120 pounds per hour. Washing, filtering, powder injection, sludge collection and extraction take place automatically. The new tubular filter is automatically backwashed and recharged after each cycle. The fully automatic tumbler is thermostatically controlled to turn steam and water off and on during a timed drying cycle.

For additional information: Manitowoc Engineering Corp., Dept. MRS, Manitowoc, Wis.

## Stain-Remover Folder

A folder describing the advantages of TarGo in removing a wide range of stains has been

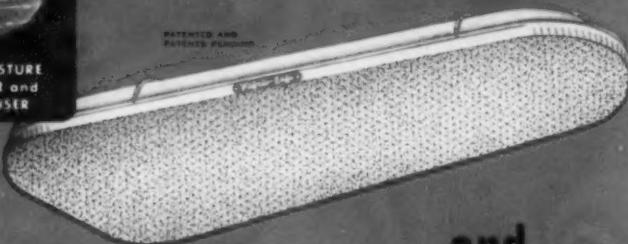
# What brings customers back?

Perfectly finished garments  
that have no moire, no steam marks  
and 90% less shine  
...regardless of the fabric!



Customers come back again and again when presses  
are equipped with

**Fabric-Safe®  
DOUBLEPLATES™**



and



**CUSHN TOP™**  
BUK-COVER AND PAD SETS

Safe, professional finishing of heat-sensitive Wash-and-Wear fabrics  
...Finer finishing of wools, silks and cottons, with 10% more production

**Fabric-Safe** SIZES TO FIT ALL  
MALES AND FEMALES IN "UTILITY" PRESSES

Utility plate, 38" to 45" \$29.85  
Mushroom and Topper sizes \$21.85  
Larger sizes (over 45") and Leggers \$34.85

**CUSHN TOP PAD & COVER SETS**  
FOR ALL "UTILITY" PRESS MALES & FEMALES

MODEL 18-29 Mushroom or Topper \$ 9.95  
MODEL 38-41-42-45 Utility \$14.95  
MODEL 43 Topper and 47 Utility \$24.95  
MODEL 48 Legger and 52 Utility \$29.95



**BISHOP FREEMAN CO.** MFRS., EVANSTON, ILLINOIS, U.S.A.

issued by the manufacturer. The folder lists over 40 stains on which TarGo is said to be effective.

For copies write: A. L. Wilson Chemical Co., 1050 Harrison Ave., Kearny, N. J.



#### Storage Sales Pac

The sample Pac of business and sales aids for promotion of storage facilities contains samples of bundle-envelope stuffers and button-hanger cards to promote box, general and fur storage, samples of storage receipts, garment identification tags, listing slips and advertising string tags. A catalog illustrates items not included in the Pac. These items include signs, decals, pins, storage boxes, window streamers, ad mats and displays.

A Pac will be sent on request to Walter Haertel Company, 2840 Fourth Ave. S., Minneapolis 8, Minn.

#### Calling All Trucks

Bulletin ECR-816 covers the new General Electric table-model base station two-way radio. The unit serves as a control center to permit a dispatcher or secretary to talk to mobile radios in trucks or cars. Up to 60 watts of power are available, depending on the frequency band selected. A high-power amplifier can bring the power up to 250-330 watts.

For additional information: General Electric, Communication Products Department, Mountain Road, Lynchburg, Va.

#### Floor Cleaner

Lo-Foam cleaner is designed for use with scrubbing machines and vacuum cleaners. The liquid synthetic cleaner contains LF-7, a foam-inhibiting additive to cause only small amounts of foam to be generated and these small amounts to quickly break down. The manufacturer claims that Lo-Foam is safe for use on all structural surfaces and furniture.

For additional information: Multi-Clean Products, Inc., 2277 Ford Parkway, St. Paul 16, Minn.



#### For Smaller Cleaners

New-Brite now comes in a new six-pack carton of 8-ounce bottles for the convenience of smaller cleaning plants. New-Brite is a brightening agent that restores the fluorescent brighteners present in new fabrics.

For additional information: Spix Products Co., Inc., 119 Dahlem St., Pittsburgh 6, Pa.

#### New GM Engine Options

Two new engine options for light and medium-duty trucks have been added to the General Motors line for '81. One option consists of a 165 hp. "D" version of the 305-cubic-inch V-6 introduced last year. The other option makes the 210 hp. 401 V-6 available at extra cost in

the 5,000 models normally powered by 180 hp. 351 V-6s. The 305D is now optional for trucks in the  $\frac{1}{2}$ - to 2-ton range. The new engine features hardened Silchrome-XB intake valves and Silchrome-10 hard-faced exhaust valves with positive rotation for both intake and exhaust valve.

For more information: GMC Truck and Coach Division, General Motors Corporation, 660 South Blvd. E., Pontiac 11, Mich.



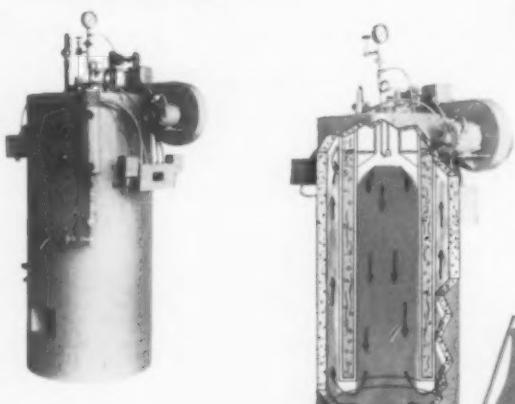
#### Odorless Spray Spotter

Streetex, a new water-white nonflammable, odorless spray spotter comes in a new lightweight shatterproof polyethylene gallon bottle or 15-gallon

Continued on page 98

# Fulton

## FIRST AND FINEST IN TUBELESS BOILERS



NO TUBES—NO COILS  
OIL FIRED—GAS FIRED  
SAVES SPACE—SAVES FUEL  
EFFICIENT—FAST STEAMING  
FIRE TESTED—COMPLETELY ASSEMBLED  
SIZES: 2 THROUGH 30 H.P.

YOU SAVE MONEY  
with a FULTON. Send  
for full descriptive  
literature today!

NCD-9

**Fulton** BOILER WORKS INC., PULASKI, N. Y.

**For controlled dye stain removal...**

**use YellowGo®**



*...the safety stripper that works cold*

When you run across a dye stain—of *any* color on *any* fabric—remove it the safe, easy way with *YellowGo*. Unlike ordinary strippers, you can work *YellowGo* cold and control its action for maximum safety to colored articles. It's perfect for car coats and other off-white garments too, because *YellowGo* won't whiten them . . . won't produce that "bleached out" look. Easy to use—in a bath for large stains, on the board for small ones. Order a bottle from your jobber and see for yourself.



**Imagine!** A nickel's worth of *YellowGo* mixed with plain water gives you a whole gallon of effective stripping solution.

**A. L. WILSON CHEMICAL CO.  
KEARNY, NEW JERSEY**

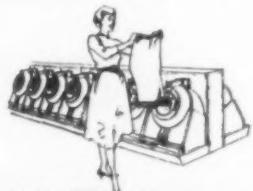
**"Stain Removers are our only business"**



# HOLD EVERYTHING!

*The best is always worth waiting for and the new  
Westinghouse coin-operated Dry Cleaning machine is here.*

We can't promise you immediate delivery, but we can promise that the Westinghouse Dry Cleaner will be the most profitable, trouble-free coin-operated Dry Cleaner on the market. Westinghouse is building it to the same exacting standards and dependable performance you expect from the people who make the commercial Laundromat®. And that's good! So...hold everything!



**ALD, Inc.**

7045 North Western Avenue, Chicago 45

*Offices in principal cities*

ALD Canada, Ltd., 54 Advance Road, Toronto, Ont.

**ALD** continues to set new standards for the laundry store industry

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# LETTER from the editor

## The strangest secret

EARL NIGHTINGALE's inspirational message should jar the complacency out of any drycleaner who has just the average amount of ambition to get ahead in this day and age.

According to Mr. Nightingale's studies, only 5 percent of the population actually achieves success by the age of 65. The rest never seem to get anywhere because they go along with the crowd instead of working towards a definite goal.

Now success means many things to many people. But the speaker seems to sum it up best with: "A successful man is one who is progressively realizing a worthy ideal—doing deliberately what he wants to do."

If you want to succeed, he says, you've got to change your attitude and think positively instead of thinking how you might fail. For you become what you think about.

This matter of attitude reminds us of another talk we heard a psychologist give some time ago, which points out exactly how important the right attitude can be.

Most people believe a man can get along pretty well in this world if he has a little common sense and a skill or two. And if he happens to like what he's doing, then his chances for success are so much the better. The tendency is to think of knowledge and skill first and put attitude last. But this is putting the cart before the horse.

It has been shown that knowledge and skill contribute only 7 percent to the success of most jobs;

attitude accounts for 93 percent.

This rating may seem, at first, to be way out of proportion. But if you stop to think about it, not a single great invention or deed could have been accomplished if someone didn't put his heart into it.

As businessmen, your attitude must also be one which your customers are most likely to appreciate. And on this score, there are two basic points to be remembered.

One, the average person hates to be bored. He likes to be associated with people, businesses and organizations which are active, friendly, and always trying new things.

Two, you must remember that the average person tends to be most critical of the things that are closest to him. Such as his wife and family, his car, personal appearance, etc. This explains in part why cigarette, cereal, soap and clothing manufacturers are continually offering new products to the public with such striking success. (If you smoke the same brand today that you did five years ago, you are an exception.)

In order to progress in your business, you must keep pace with the times and constantly strive to improve the service you have to offer. You must develop and accept the idea that nothing stands still. That only change is a certainty.

Our industry needs new services, new colors, new merchandising ideas if we are to succeed. The whole secret lies in having a healthy, optimistic attitude.

**REPRINT SERVICE FOR OUR READERS**—Please write promptly if you want reprints of any article appearing in this issue. Cost is \$16 per 100, one side of a single sheet; \$25 per 100, two sides of a single sheet (8½ x 11). Additional 100's of \$1.50, one side; \$1.80, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

Address the Editor: THE NATIONAL CLEANER, 466 Lexington Ave., New York 17, N. Y.

## INTRODUCING . . .

A TOTALLY NEW  
CONCEPT IN  
FILTRATION



## PER-Flex COMBO

**Filters • Distills  
Cools • Reclaims  
All In One Compact Unit**

The new Per-Flex Combo has a number of remarkable differences from the standard, rigid type tubular filters currently on the market. The most striking difference is that the tubes are *completely flexible*. This flexibility means that for the first time you can have a truly unbridgeable, non-clogable and indestructible filtering system.

Available in a wide range of capacities for both synthetic and petroleum solvent. See your jobber or write to Per for complete details and prices.

**PER CORPORATION**  
P.O. Box 305, Orange, N. J.

PLEASE SEND ME ALL DETAILS AND PRICES ON THE NEW PER-Flex COMBOS.

Name.....

Store.....

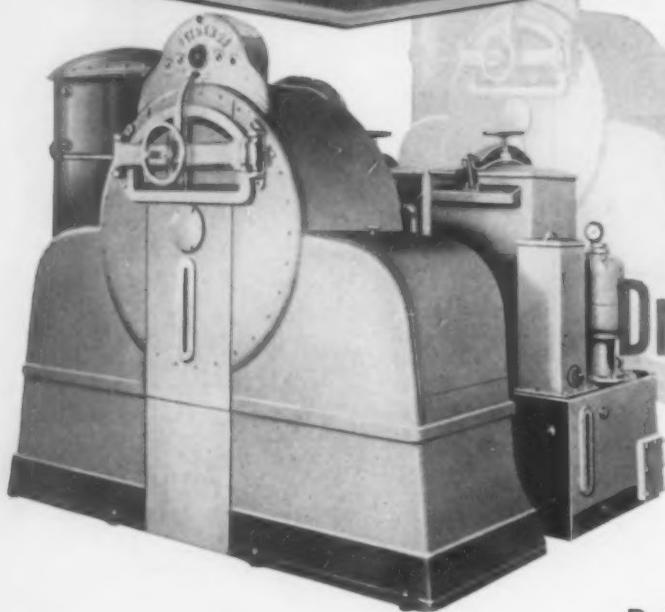
Street.....

City..... State.....

# DETREX

*Dependability*

MAKES THE BIG  
DIFFERENCE



With the exception of the few destroyed by fire and flood, every Detrex drycleaning machine ever produced in the last two decades is still in operation—many in the hands of second and third owners.

It's dependability like this that enables

Every DETREX  
Drycleaning Machine  
Ever Built Is Still  
IN OPERATION

Detrex machines to outstrip competition from every standpoint—quality workmanship, ease and efficiency of operation, simplified maintenance and exceptional profit-making performance.

And it's dependability like this that enables us to make the unusual statement, "Once a Detrex owner always a Detrex owner".

## THE MOST DEPENDABLE LINE...



**CORONET**

Made-to-order for  
Low Volume Operators.  
Single-Bath Model 422.  
80 lbs. per hour.



**DELUXE MONARCH**

Ideal for operators in  
Medium-Low range  
Single-Bath Model 528  
Two-Bath Model 528-B  
140 lbs. per hour



**DELUXE DIPLOMAT**

Meets the Needs of all but  
Biggest Operators. Single-  
Bath Model 561  
Two-Bath Model 561-B  
200 lbs. per hour

IT COSTS YOU NOTHING  
TO GET THE  
MONEY-MAKING FACTS  
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DETROIT 32, MICH.



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Box 501, Detroit 32, Michigan

Please send me the following Detrex literature:

- |   |  |
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| <input type="checkbox"/> Diplomat 501 and 501B literature   | <input type="checkbox"/> Econ-O-Park literature          |
| <input type="checkbox"/> Ambassador 601 and 601B literature | <input type="checkbox"/> 30-Month Lease Plan Information |
- Please have a representative call

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

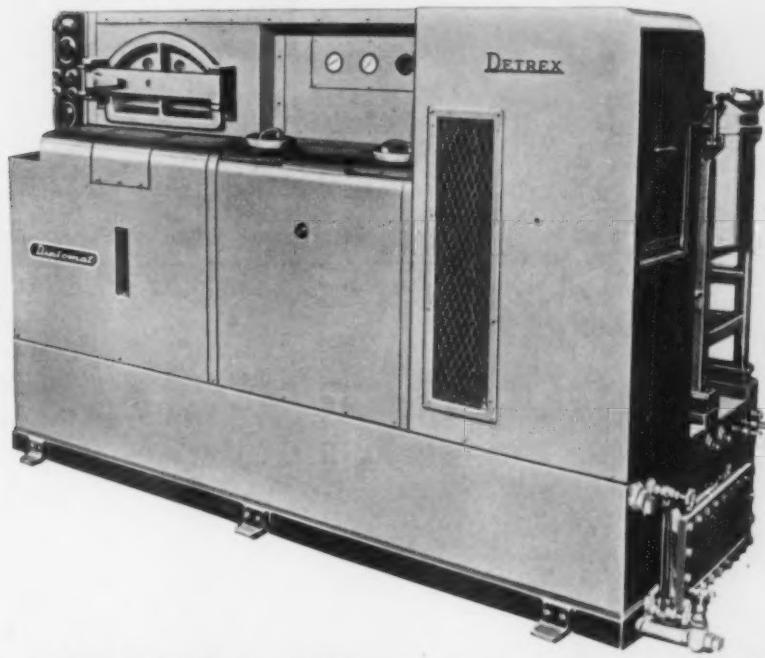
ZONE \_\_\_\_\_

STATE \_\_\_\_\_

**DETREX | DEPENDABILITY**

**makes the BIG DIFFERENCE**

- In **HIGHER** Quality Work
- In **LOWER** Operating Costs
- In **BIGGER** Sales and Profits



# Today's DELUXE Models are Built As Only DETREX Can Build Them....

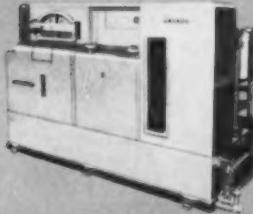
The new Detrex Deluxe Model machines provide all of this renowned Detrex quality and reliability—plus the most advanced-design features ever offered.

Foremost among these advancements is the revolutionary new Stedy-Flo filtration system, with automatic filter powder feeder and automatic backwash into the new centrifuge solvent-muck separator.

Other new features include—heavy-duty electrical panel, automatically operating valves, new centralized control panel and new atmospheric stills—all adding up to the most efficient and most completely automated machines on the market.

**DETREX** CHEMICAL INDUSTRIES, INC.  
P.O. BOX 501 • DETROIT 32, MICHIGAN

## IS THE MOST PROFITABLE LINE



**DELUXE AMBASSADOR**

Highest Capacity in the  
Synthetic Field  
Single-Bath Model 601  
Two Bath Model 601-B  
300 lbs. per hour



**ECON-O-PERK**

Single Model 31  
5 gal. recovery capacity  
Dual Model 61  
10 gal. recovery capacity



**SYNTH-O-SAVER**

Models 326 and 326A.  
35 lb. capacity  
Models 340 and 340A.  
50 lb. capacity

## NEW SUPER-KARB



New Super-Karb<sup>®</sup>—Pennsalt's super-adsorptive activated carbon—gives you a new high in solvent purity control. Super-Karb's removal of soluble dyes and fatty acids is far better than any standard grade activated carbon . . . better even than premium carbons. Here are the reasons:

Super-Karb's superiority in action stems from the material it's made of—nut shells. Why nut shells? They are harder than any other material used for activated carbon. This makes possible more accurately controlled "activation". Activation is the creation within the tiny carbon particles of measured "pores" or "channels" which trap molecules of soluble impurities. This gives Super-Karb:

- increased porosity—greater internal surface area for trapping dye and fatty acid molecules
- controlled pore sizes—trapped dye and fatty acid molecules can't escape

- uniform particle size—even distribution on the filter
- up to 50% greater hardness—assures more effective adsorption (trapping of impurities) . . . no crumbling or powdering

### That's why Super-Karb gives you:

- Unmatched dye removal—fast removal of built-up color from dyes . . . and continuing control that prevents further build-up. Laboratory tests and field tests under actual operating conditions have proved this unqualified superiority of Super-Karb.

- Outstanding free fatty acid removal

For better cleaning that keeps customers happy, keep your solvent clean with new Super-Karb. A thorough test in your plant will prove its worth to you. Call your Pennsalt distributor today.

Laundry and Dry Cleaning Dept.  
**PENNSALT CHEMICALS CORPORATION**

East: Three Penn Center, Philadelphia 2, Pa.  
West: 2700 S. Eastern Ave., Los Angeles 22, Calif.

\*Super-Karb is a trade-mark of Pennsalt Chemicals Corp.

  
**Pennsalt  
Chemicals**  
ESTABLISHED 1850

# TRENDS of the times

**Santa's Helpers:** In New Glasgow, Nova Scotia, Millman's and Doug Wong's Quality Cleaners cleaned used clothing that was donated to the Lions Christmas Daddy program. Cleaners in Newton, N. C., who provided the same service for the Newton Empty Stocking campaign were: Carolina Cleaners, Conover Dry Cleaners, Main Avenue Dry Cleaners, Modern Cleaners, Newton Cleaners, North Newton Pressing, Nu-Way Laundry, Reitzel Cleaners and Twin City Cleaners.

In the toy department, both the Columbus (Ohio) Dry Cleaners Guild and the Columbia Dry Cleaners of Battle Creek, Mich., were among the many who pitched in. The Ohio group aided the Marines in their toy campaign, cleaning thousands of soiled animals and dolls. Columbia Dry Cleaners aided its local Junior Chamber of Commerce in the same way.

# #

**Raise Roof Over Optimists:** National Institute of Drycleaning member Thomas L. Roof of Clover Cleaners, Tucson, was elected governor of District 31 (the state of Arizona) at the recent Optimist International convention.

# #

**Dislocation Report:** The Small Business Administration, Washington 25, D. C., has issued a four-page summary titled "How Urban Renewal Projects Affect Small Business." It contains highlights and factual data from the full-length report "The Impact of Dislocation From Urban Renewal Areas on Small Business." The summary is available without charge from the SBA. The full report may be secured for \$2 from Dean Laurence J. Ackerman, School of Business Administration, The University of Connecticut, Storrs, Conn.

# #

**United Appeal Chairman:** Gary G. Nichols of First National Cleaners, Columbus, Ohio, recently served as area chairman for the entire west and southwest section of Franklin County in the United Appeal drive's suburban business division.

# #

**Our Week:** The Dry Cleaners and Launderers Institute (Ontario) has announced that Dry Cleaning Week will be held between February 28 and March 31. If this seems like an awfully long week, it's to give Institute Divi-

sions or towns a chance to promote drycleaning during the whole month, if they choose, or any week in that period.

# #

**Credit Query:** Last month Dun & Bradstreet, Inc., mailed its annual request for financial statements to almost all businesses in the United States and

Canada which seek or grant commercial credit.

Mailing a financial statement to Dun & Bradstreet is the first step in establishing or maintaining a credit standing. The statement becomes a part of the credit report on the individual's business and helps determine the credit rating of his business.

Credit reports, while primarily used by business men to evaluate the credit risk of a business before shipping or selling, are also used by insurance underwriters to review risks, rates and coverage for fire and other types of insurance.

People talk to people  
better with Aerotron  
**SLIMLINE**  
two-way FM radio



Everyday, more and more businessmen are learning that modern Two-Way FM Radio is vital in meeting today's intense competition. And throughout the country, businessmen have quickly recognized that AEROTRON's Slimline is by far the best buy in Two-Way FM radio. The most compact, lowest priced high-performance Two-Way FM radio on the market, the Slimline enables you to instantly feed instructions to field men, re-route them from job to job, receive constant progress reports. All at a cost that's absorbed by savings in gasoline, oil and vehicle maintenance. Manufactured and guaranteed by the world's largest exclusive manufacturer of Mobile Two-Way radio, AEROTRON's Slimline will provide years of unmatched, dependable service. For free AEROTRON Slimline folder, write P. O. Box 6527, Raleigh, N. C. No obligation.



YOU'RE YEARS AHEAD WITH

**AEROTRON**

AERONAUTICAL ELECTRONICS, INC. / RALEIGH, NORTH CAROLINA, U.S.A.

# LEGAL DECISIONS

By A. L. H. STREET

## Proof of Negligence

When can negligent cleaning be presumed without specific proof?

There is a rule of law called "res ipsa loquitur," meaning the thing speaks for itself. Under it, one sued for an injury may be presumed to have negligently caused the injury to person or property, because such accidents do not usually occur otherwise. In such cases, the burden is on the defendant to show that he was not negligent and not on the plaintiff to show negligence.

As applied to claims against cleaners for damage to garments in a cleaning process, the scope of the rule is well illustrated by the decision of the North Carolina Supreme Court in the case of *Dove v. Perkins*, 189 South Eastern Reporter 179.

A customer sued for the value of a dress she had sent for cleaning, claiming that it had become spotted in the process. She testified that she tried the dress on when she called for it, but did not discover the spots until she wore it for the first time about a week later. It was three or

four weeks later before she complained about the spots to the defendant, the drycleaner. Did the res ipsa loquitur rule raise a presumption that the spotting occurred at the cleaner's?

Yes, said the trial judge. No, said the Supreme Court. The higher court set aside a jury's verdict for \$15.

The Supreme Court said that no presumption of negligence rises in any case: (1) When all of the facts causing an accident are known and testified to by witnesses at the trial. (2) When the circumstances are such that more than one inference can be drawn from the evidence as to the cause of injury. (3) Where there is no stronger reason for supposing that the defendant was negligent than for supposing that he was not. (4) When the defendant was not in exclusive control of the things that caused the injury.

The court said that this case came with the second and third classes of cases. In other words, there were no stronger reasons for supposing that the spotting occurred at the cleaning establishment than that it occurred after delivery of the dress.

Of course, there is one way to guard against damage claims of this kind, from a legal standpoint and also a long-range business standpoint: On delivery, the garment could be exhibited to the customer for examination, and he or she could be required to sign a receipt for the garment "in good order."

## Cleaner Responsible for Machines

Can liability for destruction of or damage to a customer's garment in a mechanical cleaning process sometimes depend on whether the machine was of the most approved type and had been subjected to careful inspection?

Yes, decided the Illinois Appellate Court some years ago in a case where clothing was destroyed in an explosion of the machine in which it was being cleaned. In upholding a judgment in favor of the patron, the court said that the case must be distinguished from those in which cleaners had been exonerated from liability for losses by fire. In those cases, the facts justified an assumption that the machine in which the clothing was being cleaned was of the highest and most approved type and was being operated properly. But no such assumption could be indulged in in this case because there was no evidence that the machine had been inspected nor that it was being properly operated. (238 Ill. App. 323.)

## Land Condemnation

Did the City of Cincinnati have the right to condemn property of a laundry and towel supply company to provide off-street parking spaces for patrons of a nearby baseball park?

Yes, decided Ohio courts in the case of *Superior Laundry & Towel Supply Co. v. City of Cincinnati*, (168 N. E. 2d 445, 447 and 163 N. E. 2d 164).

The Ohio Court of Appeals for Hamilton County approved a decision by the Court of Common Pleas for the same county. The decision was that the existence of a public street traffic problem involved in the congestion of automobiles near a major league baseball field in Cincinnati justified the municipal authorities in determining that the establishment of parking facilities would constitute a "public purpose" within the meaning of statutes which permit condemnation for public purposes.

## HOW CAN I ESCAPE

- Ink marking
- Stains
- Garment Losses
- Hand or machine marking
- Illegible marking numbers

YOU SAVE 50% IN CHECKING and  
MARKING TIME! NO MORE COUNTING  
TAGS ON INVOICES! A glance tells how many  
articles you have for assembly!

Originated,  
constantly improved  
and marketed by Robert  
Montgomery, a dry-cleaner, to  
meet your problems and needs.

- The quickest, most positive consecutive identification and assembly of all articles!
- Starting at lower right, staple a tag to each piece. So simple! Attach last tag to invoice!

Ask your supplier or write  
PRE-MARKED STRIP TAG CO.  
3232 India St., San Diego 12, Calif. • Phone CY 5-2116



# A VAST NEW DRYCLEANING MARKET



NEW  *whirlpool*  
COIN-OPERATED DRYCLEANER...





## converts silver quarters into "golden" profits on additional drycleaning volume!

Designed to help you expand your drycleaning business . . . develop new customers, new volume, new profits . . . the RCA WHIRLPOOL coin-operated drycleaner offers opportunity *plus!*

Housed in a compact cabinet, it is completely self-contained, uses standard drycleaning materials, and is very easy to install. No water lines, drains or other plumbing required. Electricity alone operates both dry-cleaning and drying action during total 50-minute cycle. Entire unit has been mechanically- and value-proved by actual-use tests in many drycleaners' coin-op stores throughout the country.

Initial investment can be surprisingly small. Start with one . . . or a dozen. There are no minimum-quantity limitations, no multiple "package" requirements. And you, as a drycleaner, have first opportunity to profit if you act now.

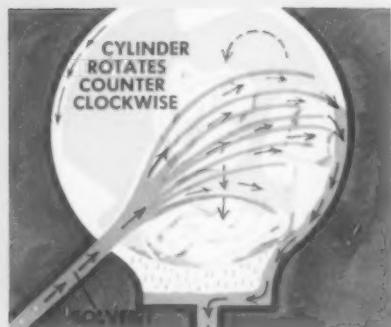
- *A self-contained unit that gives customer service... all by itself!*

- *Easy to install, easy to operate, easy to maintain.*

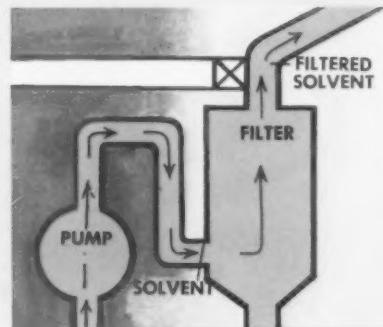
- *Start with one or a dozen... there's no minimum ...no "package" requirements.*

- *Tested and value-proved in many actual installations.*

# Cleans thoroughly...comparable



**Efficient cleaning action . . . no solvent level.** Cylinder rotates at 45 r.p.m. while filtered solvent sprays up through clothes, saturating them completely . . . then clothes drop 29 inches to bottom of cylinder for efficient washing. There's no solvent level in bottom of cylinder to cushion impact.



**Continuous filtering and temperature control.** The perchlorethylene solvent is constantly circulated and filtered to remove dirt and grease. Filter is automatically pre-coated, then flushes coating away after each cycle. Cooling coils in solvent tank maintain best temperature for cleaning.



**Thorough cleaning . . .** The combination of high speed spin-wash and low speed spin-dry results in a thorough cleaning. The衣服 are cleaned more thoroughly than ever before. Then, the clothes are dried quickly and evenly at 45 r.p.m. The clothes are then cooled to 70° F. and then moved to the next step.

## So easy for customers to use . . .



**Holds big 8-lb. load.** After weighing clothes on handy scale for maximum of 8 pounds, customer merely opens door and places load in cylinder. Any time door is opened, a fan automatically starts and pulls air into machine . . . to prevent "perc" fumes from leaving dry-cleaner and entering room.



**Simply insert coins to start.** After closing door firmly, customer merely inserts 6 quarters in handy coin chute . . . and drycleaner starts. Cylinder rotates, but no solvent enters during first minute, in case customer wishes to add or remove something. Then door locks itself and cleaning begins.

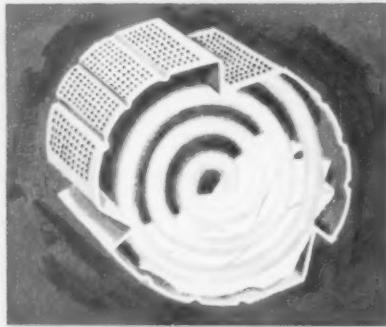


**Automatic start . . .** At start, a light automatically turns on to tell customer that the last cycle has been run until operator has inserted money. The door then locks until the cleaning cycle has been completed.

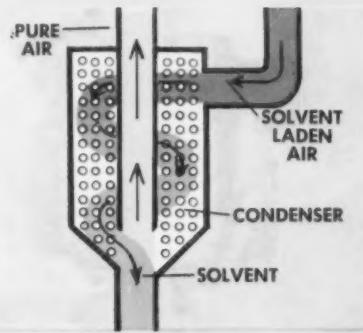
# le to commercial 1% no-rinse system!



ough 2-speed extraction of balanced load. After washing cycle, the first minute of extraction is at slow speed (225 r.p.m.) to distribute the load of clothes evenly around the cylinder. Then, high-speed spinning (400 r.p.m.) starts and continues for 4 minutes to remove solvent.



**Controlled-heat drying . . . plus deodorizing.** After extraction, drying cycle begins. Heated air, thermostatically controlled not to exceed 150° F. (similar to commercial equipment), is circulated through clothes. Then room-temperature air is circulated through clothes for deodorizing.



**Drying air condensed and solvent reclaimed.** During drying cycle, solvent-laden air moves to refrigerated condenser...where moisture and solvent are distilled. Separator extracts solvent from water and returns it to tank. Air then goes through heater and is re-circulated through clothes.

## to operate...for you to maintain!



**omatic "last-load" light.** Part of 12th load, this red light automatically turns on to tell customer that it is last load which can be taken until unit is serviced by operator (removing sediment bags, re-charging solvent, etc.). Coins are rejected if the drycleaning unit has not been serviced.

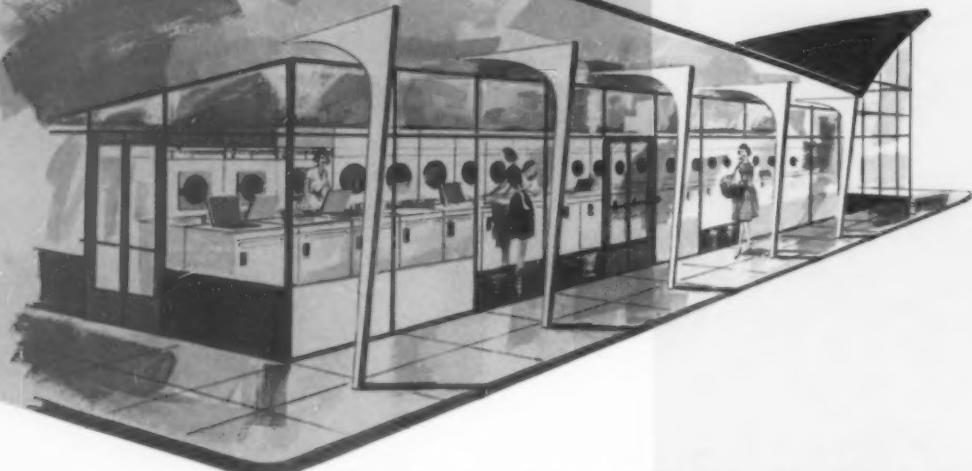


**Timer indicator for customers.** This miniature clock tells customer how much time remains before end of cycle, enabling her to look at various drycleaners in the store and determine immediately which one will be next available . . . and how soon. Such extra convenience is appreciated.



**Attention, please!** This red indicator, easily visible on the control, automatically turns on in case the drycleaner, for some reason, requires the attention of a serviceman. Usually, a telephone number is placed in prominent location so customer can call operator or employee.

*...and, to complete your  
self-service laundry..*



## RCA WHIRLPOOL COIN-OPERATED WASHERS

with built-in quality that results in top performance, minimum attention

Look inside an RCA WHIRLPOOL and you'll see why it's your best buy! There you'll see its rugged construction, such as the permanently lubricated sealed gear case . . . its maintenance convenience, such as hinged top . . . and its customer-satisfying performance with big capacity and dependable "million-current" washing action. And it's easy to install because there is no bolting down necessary. Before you buy . . . see the RCA WHIRLPOOL washer.

RCA WHIRLPOOL coin-operated washers  
and drycleaners, products of



Commercial Laundry & Drycleaning Div.  
St. Joseph, Michigan



*Engineered with both  
operator and  
customer in mind!*

The same thorough, yet gentle, washing action time after time, gives customer satisfaction that attracts repeat business.

# MONEY MAKERS



Outdoor Umbrella Stands

The practice of providing gay umbrellas for customers and carhops, as done at Owen Cleaners, Paducah, Kentucky, is not new. But the stands they contrived to hold the umbrellas are a bit unusual. Each umbrella has its own stand, and they are set up in a line before the call-office window, protected by the roof overhang. Here they can be hastily snatched and replaced as needed.

Each stand is a tube of sheet metal 6 inches in diameter and 24 inches high. The metal is crimped at the top to stiffen it and remove the sharp edge. The bottom is flared out about a quarter inch. Several screws through this flare secure the tube to a wooden base 12 inches square.

The curved wooden handles of the large umbrellas slip easily into the tubes. Six inches of sand in the bottom of each tube weights it down and stabilizes it in high winds. Windy gusts will make an umbrella jump part way out of a tube; then the umbrella invariably settles back.

Only problem is people insist on using the tubes for ashtrays or disposal for gum wrappers. They have to be cleaned occasionally.

## Visiting Valet Credit Plan

The Visiting Valet Credit Plan, introduced by Hall's Cleaners, Detroit, Mich., aids single women, college students and busy bachelors as well as housewives. The plan works like this: Garments are picked up and delivered on a specific day each week. Customers are billed for the total charges at the end of the month. The customers not only benefit from the

convenience of the plan, but it aids those who record family budgets.

## Coffee in the Beauty Shop

A good source of new customers was the beauty shop next to Fleet Cleaners in Kansas City, Missouri. When the plant was first opened it provided free coffee in the beauty shop. A placard stated that this was with the compli-

ments of Fleet Cleaners next door. Patrons of the beauty parlor were welcome to all the coffee they wanted from the restaurant-type urn.

The beauty operators reported the coffee service was a major topic of conversation among their patrons. Burrill Gottry, partner in Fleet Cleaners, says a number of women brought drycleaning in with the comment it was the least they could do in return.

Equipment and coffee were supplied by the drycleaner, while the beauty operators took care of cleaning the equipment and preparing fresh batches.

Throughout **THIS AREA** —  
Quality-Minded Cleaners  
know they can depend on  
**APCO Petroleum SOLVENTS**

ALL OF THE WORLD'S MILLIONS could live within the APCO-service territory shown on this map. And if they did, much of their drycleaning needs would be met by plant operators relying on APCO Deodorized Petroleum Solvents for safe, "like-new" results.

For 36 years, since APCO produced the first Stoddard-type safety solvents, cleaners who believe quality builds a better business have depended on APCO. Get acquainted with your APCO Solvents man; we'll be glad to send his name on request. Ask him about DEODORIZED APCO 125 and DEODORIZED APCO 140, for—



- MAXIMUM QUALITY and SAFETY TO GARMENTS
- 1-HOUR SERVICE with NO "FARMING OUT"

**STOD-SOL • 140-F.  
DEODORIZED SOLVENTS**

ANDERSON-PRICHARD OIL CORPORATION, OKLAHOMA CITY, OKLA.

# Look, Dear—No Creases!



THE CLEANER USED

*Contour*  
U. S. PAT. 2,872,091

**TIME SAVERS NEW HANGER GUARD**

YOUR CUSTOMERS EXPECT IT . . . ASK FOR IT!



ORDER THRU YOUR  
FAVORITE JOBBER



**TIME SAVERS, INC.**

83-99 WALNUT STREET  
MONTCLAIR, NEW JERSEY



**THE Washette LINE**

CERTIFIED BY CSA  
TESTING LABORATORY

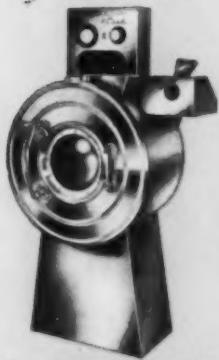
WILL INCREASE YOUR PROFITS  
— ASSURE CUSTOMER SATISFACTION



**COIN OPERATED  
Washette**

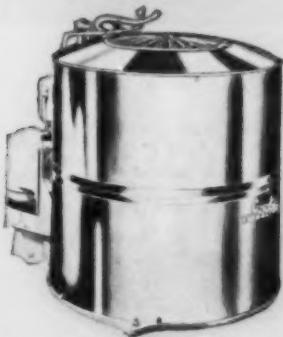
**25-lb. OPEN END WASHER**

Featuring short commercial 18-minute wash-rinse cycle (21-minutes including filling time), water temperature control for both regular and delicate fabric washing. Drop-coin meter with slug-rejecter, accepts only bonified coins. Finished in gleaming stainless steel.



**THE JUNIOR LAUNDET**

Popular size open-end washer in 25-lb. dry weight capacity. Illustrated with Automatic Supply Injector, special equipment on all pedestal models.



**EXTRACTORS**

Available in 20" and 26" models, made from gleaming stainless steel. Cook extractors are the perfect link between washer and dryer.

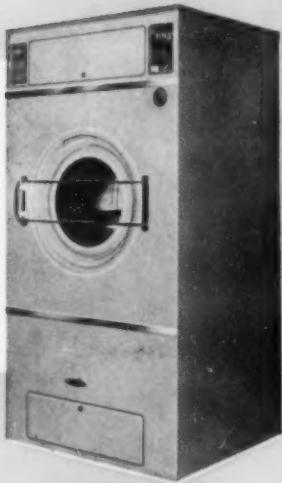
**COIN OPERATED  
Tumblette**

**COIN OPERATED**

**Tumblette**

**37 x 30 DRYER**

Positive two-temperature control for both delicate and regular fabrics; no variable temperature to do half-way job; safe, fast drying for all fabrics. Drop-coin, slug-rejecter meter accepts only bonified coins, no losses from slugs. Available with stainless steel sides and/or fronts, or in baked-on enamel in your choice of colors.



**P·E·P**  
**PLUMBING ELECTRICAL PACKAGE**

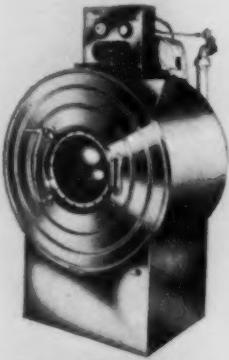


**THE  
FINEST  
COMMERCIAL**

**UTILITY SERVICE CENTER**

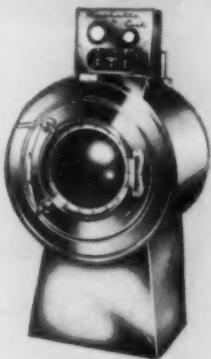
Manufactured under strict National  
Electrical and Plumbing Code  
regulations.

Another fine product in the Cook  
tradition —  
THE WORLD'S FINEST



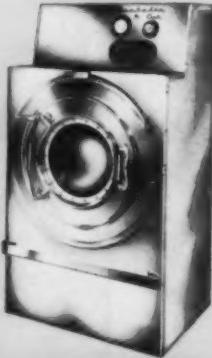
**THE CENTURY**

Heavy-duty 100-lb. dry weight capacity washer. Finished in gleaming stainless steel. Also available: The Senior, with 75-lb. capacity.



**THE MASTER**

Provides volume production, easy maintenance; 50-lb. dry weight capacity, in gleaming stainless steel.



**DELUXE  
MASTER**

Handsome stainless steel cabinet makes beautiful in-line installation, has 50-lb. dry weight capacity. Intermixes with 25-lb. deluxe Laundet or deluxe Twin.

**DELUXE  
TWIN**

Two famous Cook 25-lb. open end washers housed in one gleaming stainless steel cabinet. Available with automatic controls or with coin-meter. Ends "split" runs, increases production.

(not illustrated)

FOR ILLUSTRATED BROCHURE  
AND NAME OF NEAREST  
DISTRIBUTOR, WRITE



**COOK MACHINERY CO., INC.**

Manufacturers of the Only Complete Line of Open-End Washers

4301 S. Fitzhugh Ave.

HAMILTON 1-2135

Dallas 10, Texas, U.S.A.



# NEW \* FROM

**finest quality**

*DeLuxe*

**solvent**

**at no increase  
in cost  
to you**



Featuring *Exclusive*  
**"Paris Fashion DRYCLEANING"  
PROMOTION  
FREE KIT**

with your order

- ★ Giant Day-Glo Window Posters
- ★ Paris-Styled Store Interior Signs
- ★ Smart Newspaper Ads
- ★ Clerks' Lapel Ribbons
- ★ Other Important Selling Aids

# PARIS TO YOU!

Pechiney  
Per-chlo

## PERCHLOROETHYLENE

**FROM PARIS** — the birthplace of modern drycleaning — comes a great new perchloroethylene . . . backed by a powerful, Continental-styled promotion . . . and affords extra profit on every garment!

**PER◆CHLO**, the "Paris Fashion" drycleaning solvent, is made by the Pechiney Company, one of Europe's largest and most famous chemical producers. Manufactured to highest quality standards, **PER◆CHLO** meets or surpasses all other brands of "perk" in safety, economy, freedom from odor, and thorough cleaning action.

Made in  
Paris, France  
— world's center of fashion flair  
and fabric care . . . nationally  
publicized to pre-sell your  
customers!



send coupon for  
full details today

Order Pechiney  
from your distributor...

Per-Chlo

### INTERNATIONAL SELLING CORPORATION

220 East 42nd Street • New York 17, N. Y.  
Exclusive United States Sales Representative for Cie. Pechiney, Paris, France

**RUSH** information on **PER◆CHLO** and the "Paris Fashion Dry-cleaning" promotion

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Individual \_\_\_\_\_

My Distributor is \_\_\_\_\_





A PRODUCT OF CHRYSLER CORPORATION

# TIGHT FISTED!

A 1961 Dodge will save you more money scampering from door to door than any other truck going. Many reasons why. Like a revolutionary new Dart Power Six 225 cu. in. overhead valve inclined engine. A new 170 cu. in. version for special light-duty applications. And a new 251 cu. in. heavy-duty Six. They save gas like it was rationed. Heavy-duty 3-speed syncromesh transmissions, standard on all three Dodge forward-control models, make shifting as easy as click-click. LoadFlite push-button automatic and 4-speed syncromesh transmissions optional. New drop-center frame makes it easy to hop in and out. New steering makes driving a breeze. Seven wheelbases from 104" to 154". GVWs of 7500, 10,000, and 15,000 lbs. Dodge forward-control chassis for 1961 are loaded with muscle, hustle and money-saving ways. They're priced to compete with any truck coming or going. Make yours a tight-fisted fleet.

**DODGE BUILDS TOUGH TRUCKS**

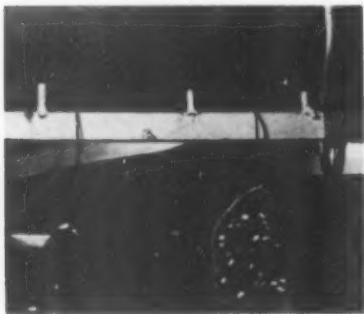
# GADGETS and gimmicks

## Gasket Compound

Reader Fred Zwicker, owner of Truman's Cleaners, Youngstown, Ohio, writes:

"We have discovered an inexpensive gasket and pipe compound for use on any fitting exposed to per-chlorethylene. Ordinary filter powder of the diatomite type is mixed in a small container with white Karo syrup. It is mixed to the desired consistency and applied on the gasket or pipe fittings. No drying time is necessary and the machinery can be put back into operation immediately.

"When our new cleaning machine was installed two years ago, the factory man used a commercial product that cost over \$7 a gallon on all the pipe fittings. Several of these fittings leaked. We applied the Karo syrup-filter powder mixture to these fittings and they haven't leaked yet!"



## Special Rail Slots

The finished-work rails have three short bars welded upright on the ends nearest the finishing units at Paducah Laundry & Cleaners, Paducah, Kentucky. Often this part of the rail is bent back out of the way, yet handy to the operator. The bars isolate two 5-inch sections of the rail for garments that are either do-overs or need repairs. One section is painted yellow and the other green so there is no need to depend on memory. That is, all yellow sections in the finishing department are repairs, all green sections are go-backs.

The inspector makes the tally of finished work and puts this on the rail to assembly, then immediately takes the separated pieces to the repair and the cleaning or spotting department. In actual practice, however, she skins these slots each time she passes down the line to keep the stragglers from getting behind.

Double merit of the slots is saving finishers' time. That is, those who like to talk are prevented from leaving their units, while those who make the most of their piecework rates aren't interrupted.



## Shelves on Support Stanchion

The stanchion supporting a roof girder is used to hold shelves for the assembly girl at Courtesy Cleaners, Cape Girardeau, Missouri. Each shelf is supported by four arms radiating from the post at right angles to each other. The tip of each arm is braced by a steel rod sloping to a collar about 10 inches below the shelf. The support arms are also welded to a collar right under the shelf.

The steel band forming each collar bends outward at the ends, so that a bolt passes through both ends to tighten the collar to the stanchion.

Shelves are  $\frac{3}{4}$ -inch plywood, bolted to the support arms with flat-head bolts that are countersunk. This permits the shelves to be overlaid with colorful Formica. Chrome trim around the edges of the shelves finishes them off smartly.

## Floor Wax on Slickrails

Best for keeping garment rails slick is a liquid floor wax, says Fred Ray, manager of Rucker Cleaners, Paducah, Kentucky. Once a week he wipes all rails with a rag saturated in wax. This has several benefits. The liquid wax makes a fine hard coat, instead of a "cake coat." It doesn't flake off onto the garments below.

The truly slick surface never accumulates dirt or lint. Passing hangers dislodge fine particles instantly, never permitting them to build up.

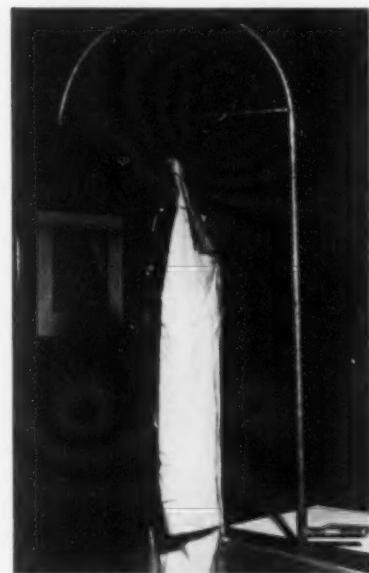
A genuinely slick rail saves a great deal of walking and pushing. Mr. Ray demonstrated how a slight shove of each garment from the spotting department kept the area cleared without further action by the spotter. Likewise for the finisher.

## Quick-Pickup Bar

Customers of Calgy Cleaners, Galatin, Tennessee, may phone in advance of their arrival at the plant call office and have their bagged garments waiting at the counter for a hasty pickup. Need for such service is not frequent, yet customers appreciate the special swiveling pickup bar that Dan Calgy put at the end of his counter.

A length of  $\frac{3}{4}$ -inch pipe extends from the floor up through the counter overhang. Flanged collars secure it at the floor and counter. Just above the counter a 4-inch stub of pipe is welded to the upright for a handle to turn it.

The top of the pipe is bent in a semicircle. Across this curve is welded a 12-inch bar on which the orders are hung. Small orders are hung at the



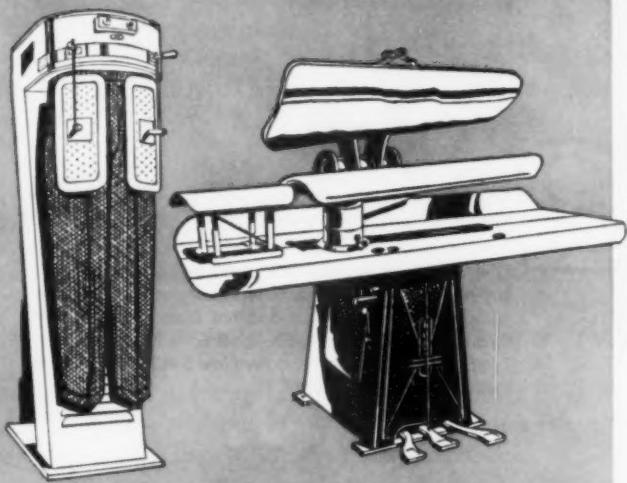
end of this bar away from the upright so they clear the counter as they swing from back to front.

This quick-pickup bar is especially useful for storage orders. The end of the counter faces the storage vault door across a space of several feet. A storage order needed in haste can be hung on the bar for quick inspection. Since garments are finished before storage, not crowded in the vault, and kept at specified humidity and temperature, no touch-up is needed and the order is ready to go from the pickup bar. If a piece needs touch-up it can be removed and replaced quickly without taking the entire order off.



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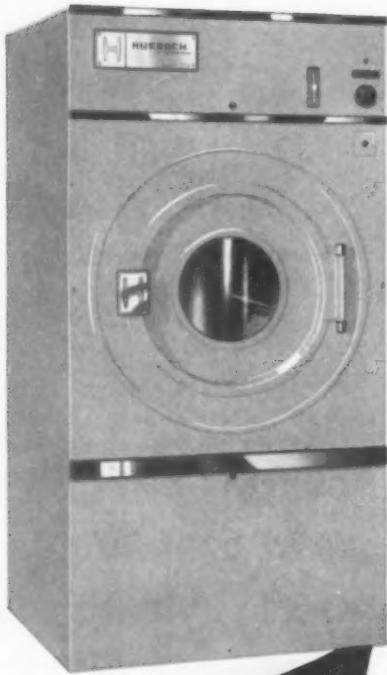
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CONSUMER DESIGNED  
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MAKE FRIENDS AND CUSTOMERS  
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SURROUNDINGS • COLORFUL TUMBLERS  
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OR COIN OPERATED MODELS

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## 1



### SAVE WITH HUEBSCH ON TRANSPORTATION...

Huebsch Factory Network (5 plants located nationwide, and now a sixth in Toronto) cuts transportation costs and delivery time significantly. You save as much as \$40.00 or more for each Huebsch 37 x 30 gas heated tumbler dryer in transportation costs alone and up to one week or more in shipping time. The Huebsch 37 x 30 tumblers are shipped F.O.B. nearest factory to save you time and money. Why not cash in now on these savings?

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Huebsch quality construction guarantees you a long-life tumbler with a minimum of care and attention: self-cleaning lint screen and Magic Carpet for quick, easy lint removal; trouble-free drive; no hidden gears. All controls readily accessible from front for fast, easy servicing and adjustment; sealed ball bearings, no oiling required.

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# EDITORIAL

## We Are Exporters, Too!

The Associated Business Publications has urged its members to encourage American industries to increase exports of their goods to foreign countries. Despite the efforts of government agencies to stem the flow of gold from the United States, these temporary palliatives will fail if industry does not take action to increase exports.

We join in this plea, not only because the gold balance must be firmed up, but because American products in the drycleaning and laundry fields can help foreign nations achieve the level of effectiveness we enjoy here in the collection, handling and treatment of soiled garments. If we in America are short of our sales growth goal, it is not due to lack of products.

But, we must export ideas as well as commodities to foreign nations—and the ideas often must precede the flow of goods. To make other countries want American drycleaning equipment and supplies, we must tell them about them. That is why we treasure every foreign subscription that adds dimension to our readership, and why we maintain exchange of publications with foreign technical journals.

We, too, are exporters—exporters of the written word that will increase the flow of ideas which may stem the flow of gold!

—*The Publishers*

## Controversial Clean-Only

We are still convinced that there is a good, profitable market for "clean only" service. It is the most economical answer to coin-op cleaning and provides for added use of your cleaning equipment.

Most plants do cleaning less than eight hours a day. Two-thirds of the time the unit is just sitting there, not paying its way. This is not the practice in other fields.

A handful of plants around the country have tried clean-only service for the past year or so and the results have been only average. No one has set the world on fire with it, to date.

We feel this is because these plants have been too few to properly educate the housewife to use the service. But now, with the advent of coin-op cleaning and the tremendous publicity it has had, you have a different situation.

Never before have you had such an opportunity to cash in on such great interest generated for cleaning. Some plantowners condemn this idea, saying it will hurt their regular work. It won't, if your fully finished work is top quality.

You have to make sure you do get out every possible stain, put back missing buttons, take care of minor repairs and do a first-class finishing job. Make sure there is enough difference to warrant the charge you make for the complete job. Then you can sell both services.—*Art Schuelke (Final Editorial)*

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## VOLUME 52, NO. 2.

Published monthly by the Magazine Publishing Division, The Reuben H. Donnelley Corporation, 466 Lexington Avenue, New York 17, N. Y.

David L. Harrington, Chairman of the Board; Gaylord Donnelley, Vice-Chairman of the Board; Curtiss E. Frank, President; Edward A. O'Rorke, Operating Vice-President; Fred C. Ash, Secretary-Treasurer and General Counsel; Karl G. Clement, Controller.

New York Executive, Editorial and Advertising Offices, 466 Lexington Avenue, New York 17, N. Y. Telephone: Oregon 9-4000.

Chicago Editorial and Advertising Offices, 59 East Van Buren Street, Chicago 3, Illinois. Telephone: WAbash 2-7738.

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# COIN-OP CLEANING

IS HERE . . . these 3 plants have it



Prespotting table in back corner is equipped with spray gun plus advice to spray lightly. Mural on wall is changed periodically.



The Webb brothers insist a drycleaning coin-op be attended, believe a laundry coin-op should be also. The "counselors" wear neat blue smocks shown here.

## **1. Cleaning coin-op installed**

Initial experience indicates price of \$1.50 too low, solvent losses require reclaimers

By WILLIAM R. PALMER

## COIN-OP ROUNDUP

THE LAST FEW WEEKS have seen coin-operated dry-cleaning plants popping up all over the map like crocus in the spring.

Announcements of grand openings have been coming in from Massachusetts to California and points between.

For the most part, it's been the professional cleaners who have taken the initiative in this field. People like Robinson & Smith, Inc., of Gloversville and Fashion Cleaners at Albany, New York, Webb's of Wilmington, Delaware, etc.

In a way, it reminds one of the enterprising restaurant and tavern owners who snapped up the first television sets right after World War II.

These drycleaners fully recognize the advantage and necessity of being there first.

(One early entry into the field chortled that curious drycleaners from surrounding areas were his best customers during the opening week. They all wanted to try the machines for themselves.)

This desire to be first seems to overshadow every other motivating factor. The owners are not sure that coin-op cleaning will be profitable. But they don't want to miss the chance that it will be. They are willing to obligate themselves to a \$50,000 and upward investment to give it a try.

### Conversion unit

For a brief instant, it looked as if the major manufacturers in the coin-op cleaning field might have their dreams of a bright new market nipped in the bud.

An article in *Electrical Merchandising Week* (November 28, 1960) announced: "Standard commercial automatic clothes washers can be converted to coin-operated dry-cleaners under a patented filtration system developed by Camerland Colorado, Inc."

Following up on this lead, THE NATIONAL CLEANER contacted Jack Mack of Camerland and Cleanerama Sales, Inc., in Denver.

Mr. Mack confirmed that they had indeed converted four units designed by Duplex International and Frigidaire. And that almost any front-loading machine lent itself to

such conversion. But in spite of hundreds of inquiries received to date, he said his company had no intention of going into the business of converting washers to drycleaning use.

Instead, his company plans to manufacture and sell its own coin-op drycleaning machines. These would be available as both "hot" and "cold" units having a capacity of 15 pounds.

The "hot" unit, or, as they prefer to call it, the "dry-in" unit, would have a 30-minute cycle and cost approximately \$850 each.

The "cold" or "dry-out" unit is set up for a 15-minute clean-and-extract cycle. Then the load is transferred to a drying cabinet for another 15 minutes. The cold unit plus the cabinet will sell for about the same price as a single hot unit.

The units also have, according to Mr. Mack, a replaceable cartridge-type filter which will soon be made available to the industry at large on a monthly rental basis.

At this writing, Cleanerama has one coin-op in San Francisco and another in Denver. But Mr. Mack reports that there will be 20 in the latter city by the end of this month. The units will be sold to all comers.

### Other competition

Meanwhile, Westinghouse Electric Corporation in conjunction with ALD, Inc., introduced its version of a coin-op drycleaning machine to the trade early last month.

The cost of a single machine will be about \$2,300 but up to three machines can be served by a single filter.

This is a hot 8-pound unit with a 45-minute cycle, and the suggested price to the customer is \$1.50 per load.

Since the company estimates 13,000 of the 25,000 coin-op laundries now in existence are equipped with Westinghouse washers, there would seem to be a ready-made market for the new cleaning unit among present customers.

With Norge, Whirlpool and Standard International off  
*Continued on page 38*

## by quality plant

ON THE FOURTH SATURDAY following formal opening of Webb's Laundry & Cleaning Village in Wilmington, Delaware, this new facility had 106 coin-op drycleaning loads. At \$1.50 a load, this brought in \$159.

Bill and Larry Webb estimate the garments in an average load might have brought \$7 in conventional cleaning charges. So that Saturday's coin-op volume represented \$742 worth of traditional clean-and-finish volume. (These figures do not include laundry coin-op volume for the same period.)

Volume for the previous Friday was about 50 loads, with 30 loads on Thursday. Demand for drycleaning

units is heaviest evenings and Saturdays. The Webbs anticipate waiting lines at those times by Easter week. During weekdays, the heaviest runs are between 9:30 a.m. and 2:00 p.m. The firm is already getting three or four phone calls daily asking when is the best time to find a drycleaner immediately available.

Larry Webb suspects 150 loads daily will be about the maximum practical volume. This allows for slowness in loading and unloading. The latter is something of a problem. Customers are being urged to unload immediately to avoid "setting wrinkles," which does help get most units cleared promptly.

Volume has built slowly, if you don't count the 178 loads, worth \$267, that drycleaners and allied tradesmen "tested" during an initial three-day period open only to industry members.

Preliminary advertising was heavy. During the two weeks before opening, plus opening week, over 300 radio spots were used. Two full-page newspaper ads were run the weekend just before the official opening. This advertising was in addition to the firm's regular program and cost an extra \$3,000.

A kick-off breakfast was held for the press just before official opening day. The 75 people present included not only the Wilmington press, but

## 1. Quality plant installs coin-op—*continued*



**Cash office for finished work is walled off in front corner, contains a mechanized storage conveyor that rises at the back to save space.**

department store buyers, college and university instructors, high school home economics teachers, city officials, etc.

Since the opening splurge, the "Village" has not been advertised. The Webbs have come to the conclusion that word-of-mouth advertising is the best means of drawing people. The public appears a bit skeptical, so it takes gratified customers to sell their friends and neighbors. Prospective customers are timid about their ability to cope with the complexities of drycleaning. They need to be persuaded that it is simple as coin-op laundry. Word-of-mouth seems more assuring than advertising.

Use of the Webb name has definitely been helpful in encouraging people to try the coin-op. Numbers of customers said they come only because the new service was sponsored by Webb Laundry & Cleaning Services, which has an excellent reputation in Wilmington. Bill and Larry seriously debated use of the name. They even had a different name picked out for the coin-op at one point. Now they are entirely satisfied they made the right decision.

Some customers come a long way. One woman comes weekly to Wilmington from 50 miles away. Last Saturday she brought two friends. Several regular customers come from

a community 14 miles away. A comparatively small number are from the area immediately around the coin-op location. Apartments and homes there run from \$135 to 150 a month, with family incomes usually \$10,000 or higher. The Webbs suspect that a better location would be among families averaging \$4,000 to \$8,000 income. One big question in their minds is how volume will hold when competition does get into these lower-middle income areas.

Again, they point out, Wilmington is not a typical city. Test surveys are rarely made in Wilmington because the average income for the whole city is probably the highest in the country for a city of its size (thanks to DuPont's heaviness in white-collar staff). The following incidents should be regarded against such a background.

### **Loads by one armful**

The first legitimate customer appeared with an armload of clothes while the plant was still officially open only to plantowners and allied trades. She proceeded unhindered, in the presence of an intent audience. She also returned later the same day with a second armload, of "good clothes." The Webbs know for sure that she made at least four trips to the coin-op drycleaning units in four

## **COIN-OP ROUNDUP continued**

and running, other manufacturers have been anxiously waiting in the wings to see what the initial reactions would be before announcing their entry into the coin-op drycleaning field. Some 14 exhibitors displayed their wares at the NID show.

### **Clean-and-wear**

Elsewhere in the trade, drycleaners who for one reason or another are not planning on adding new coin-op equipment are turning to clean-only service.

In Phoenix, Arizona, for example, the public is being introduced to clean-and-wear service.

The customers here weigh and list their dryclean items and put them into a conventional cleaning unit. They can sit and watch the unit. And when the cycle is completed, the operator and customer check to see if any further services are required such as spotting, steam or full finishing.

Another version of clean-only is the so-called "cafeteria"

system which employs a ticket-dispensing machine for clean-only, press-only, or clean-and-press service.

The customer, in this case, consults a price list for the various services, then deposits the required amount into the dispenser so as to get a ticket stub for each item to be processed. Actually, the machine dispenses two sets of tickets numbered chronologically. The customer staples one to each item and keeps the duplicate as a receipt.

The items are then hung on a hanger and are ready for the drycleaner who can set up his schedule to run the loads every half hour for fast service.

The system is said to eliminate the need for a cash register and invoices, and to simplify assembly. The order is paid for in advance and the money is safe in the ticket dispenser.

In the following pages, you can read more about some of the pioneer drycleaners and their experiences in the coin-op drycleaning field. This is only the beginning.

—The Editor

# how much does it

# really

# cost to clean 100 lbs. of clothes?

Many will answer this by quoting only detergent costs. Yet, detergent costs figured alone can be confusing, if not downright misleading even when favorable pass-up and wet cleaning figures are considered. Actually, your detergent costs are among the lowest in operating any dry cleaning plant.

To get at the right answer we must know how a good detergent influences other costs too, for instance, the absence of the need for careful classification. Sanitone 30-90 increases capacity in the cleaning room resulting in reduced costs with no attendant problems from excessive linting.

30-90's thorough cleaning action produces brighter colors, makes spotting EASIER and MUCH FASTER with fewer go-backs because of spots brought up in steaming or finishing. This faster production, too, can be measured in dollars-and-cents savings.

Because 30-90 makes less water do more work, finishing is faster, easier and production through steam-air equipment requires fewer touch-ups, big savings here. All of this adds up to a faster throughput in assembly. Makes lot systems work. Hence, when all costs are figured, Sanitone 30-90 is cheap to use. Best of all, this increase in quality at a low cost is obvious to your customers. Pleasing Soft-Set finish restores the like-new look and feel to garments. Wear wrinkles fall out, garments hold their shape longer.



*Write today. Learn how you can see first hand, in your own plant, what it costs to get the total beneficial effects of using NEW pace setting Sanitone 30-90.\**

\*Patents Pending



## SANITONE DRY CLEANING SERVICE

A Division of Emery Industries, Inc., Carew Tower, Cincinnati 2, Ohio

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639 Nelson St.  
London, Ontario

#### 4. Quality plant installs coin-op—*continued*

weeks. She herself stated that "practically everything" would previously have been professionally cleaned. She couldn't or wouldn't say whether her family's garments would get cleaned more often through the coin-op.

A full load will represent a minimum of \$6 worth of professional cleaning, states Larry Webb, and will often run as high as \$12 worth. He noticed one woman cleaning a coat that would have cost \$5 on finished service, yet it was done for \$1.50 along with several other items.

He also tells of the time a woman brought in six youngsters. She peeled off their coats and snowsuits and ran them in a single load. The kids waited in the heated car during the cycle.

Then, cleanly re-robed, they happily departed.

New customers often bring a single suit and/or dress, expect to be charged pro rata for the single pieces. When they find the charge is fixed per load, they almost invariably go back and scrounge up enough garments to fill out a load.

##### **Customers not self-critical**

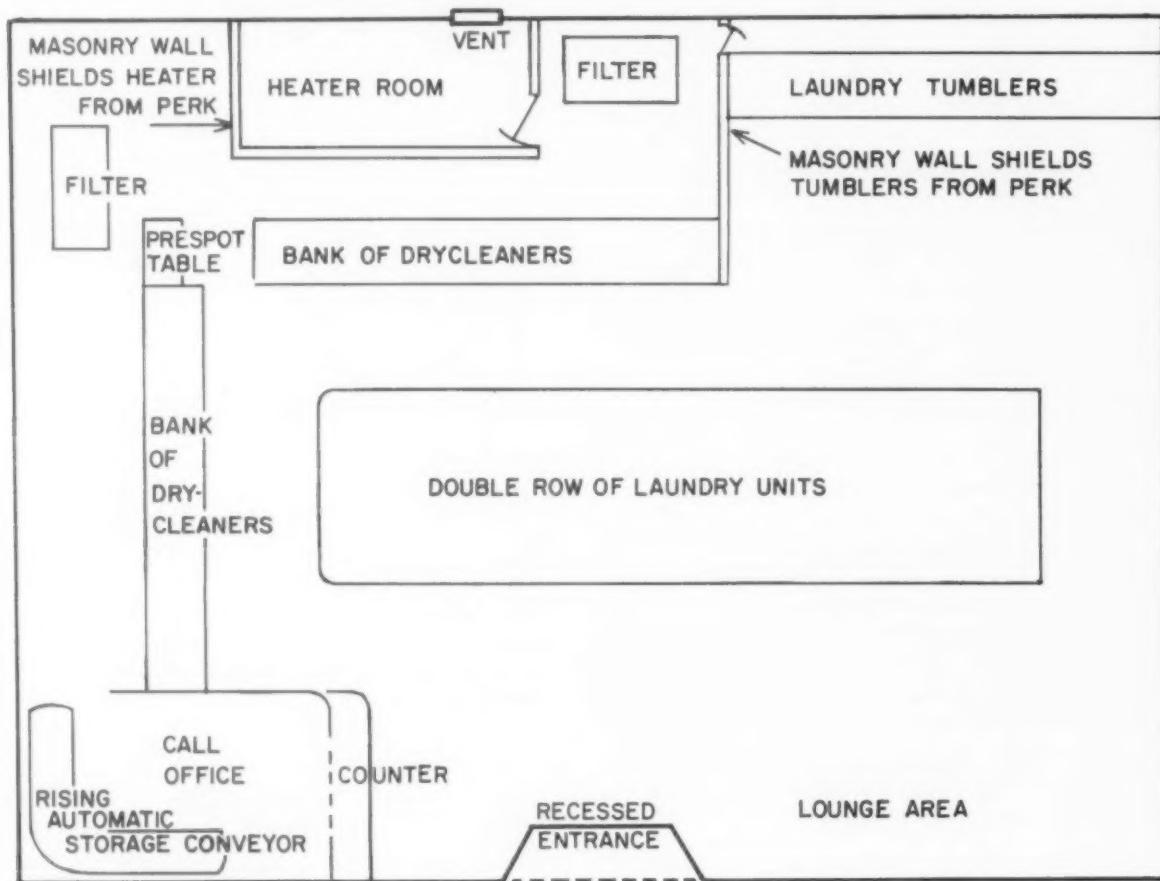
The Webbs have been a bit startled to find no demand whatever for finishing on coin-op cleaned work. One can see why, Larry comments, if he studies his inspection line through a customer's eyes. Coin-op laundry experience indicates that customers are

satisfied with poorer quality than they will accept from a professional. The same appears to apply to drycleaning coin-op service.

As one explanation, Larry points out a Du Pont chemist who brings in four suits every two weeks. He works in a laboratory occupied by one other man. Appearance is immaterial, just so long as he gets the dirt and chemical odors out.

On the other hand, Webb personnel have *not* made any strong effort to sell the finishing service. "That comes later."

Selling, as the Webbs look at it, should become an important function of the coin-op attendants, who carry the title of "counselors." Their pri-



Floor plan shows drycleaners along two walls with maintenance space behind. The water heater room for the laundry units and the laundry tumblers are sealed from the drycleaners by concrete block walls.



*fine fabrics deserve finest quality cleaning*



*fashion award dry cleaning with*

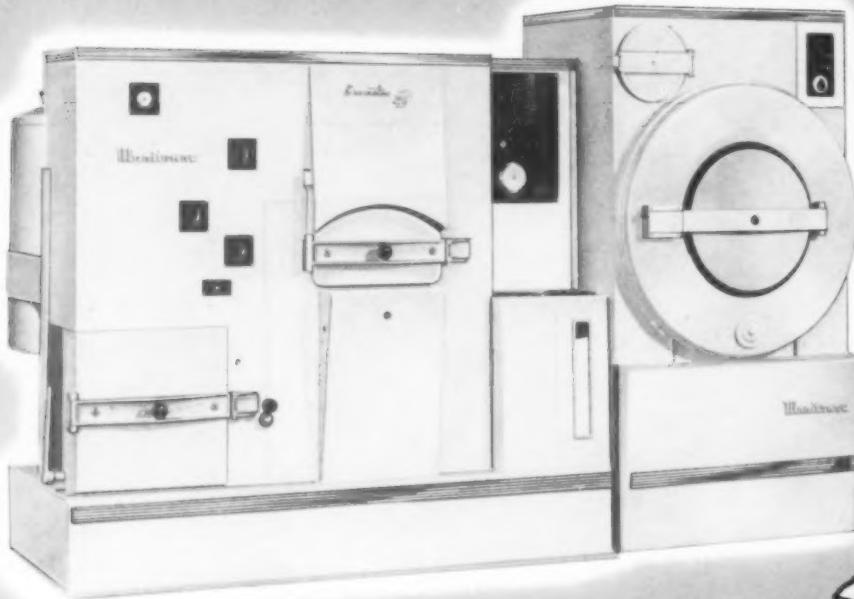
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*There's a whole new concept of automatic quality control waiting for you with the fabulous new Manitowoc Guardian 40... quality control you need to meet the competitive challenge of the future.*

*Automation takes over from the minute you touch the start button until the garments are ready for finishing. Clean, filtered solvent rapidly flows to each load from the large filter which is automatically backwashed and recharged for every load.*

*Automatic sludge collection means you never touch messy muck again... only a dry powder remains.*

*You get real command performance with the touch button on-off automatic control of filter powder, sweeteners... any type of additive. Only the Manitowoc Guardian 40 has this automatic "Powder Miser" powder injector.*

*A thermostatically controlled super-speed recovery tumbler automatically turns steam and water on and off during the auto-control timed drying cycle.*

*New automatic aerate and reclaim damper provides better, faster solvent recovery.*

*And the new Guardian 40 has all the exclusive features that have made Manitowoc the modern standard of quality. For the full story mail the coupon now.*

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MANITOWOC ENGINEERING CORP.  
(A Subsidiary of The Manitowoc Company, Inc.)  
MANITOWOC, WISCONSIN

## 1. Quality plant installs coin-op—*continued*

mary job is instructing customers how to use the equipment. They also handle regular laundry and cleaning for the main plant. The girls selected as counselors are pleasant, friendly, intelligent, tactful. They must be able to refuse to load and unload washers for inconsiderate customers, yet retain them as customers. The girls are already successfully engaged in persuading laundry coin-op customers to try the coin-op drycleaners and vice versa.

The Webb Laundry & Cleaning Village is open 110 hours a week. Hours are 8:00 a.m. to 10:00 p.m. weekdays, and 9:00 a.m. to 6:00 p.m. Sundays. The Sunday hours were shortened after sharp fall-offs were observed on Sunday evenings.

The Webbs and the manufacturer of the equipment are agreed that a drycleaning coin-op should be attended at all times. Larry Webb quotes an incident in explanation of this position:

### Reason for attendant

Against the counselor's advice, a customer included a bright red sweatshirt in a load of garments. It bled profusely. Over the phone Larry Webb advised the counselor to split the load and rerun it in two washers minus the sweatshirt. Both half-loads cleared up completely.

They have had two other bleed cases in the first five weeks, both involving red. A Santa Claus garb

tinted a load that finally had to be cleared up in the plant. A pair of chino pants was particularly gory, and even the plant was unable to completely clear some garments in the load involved. In all cases there was no apparent dispersion of the dye to any of the other machines.

The Webbs are hesitant, also, to expose expensive and complex machinery to the chance of vandalism or even ignorant abuse. They point out that a coin-op laundry in Philadelphia actually earned back the wages of an attendant in improved maintenance costs, longer machine life and faster cycling, after a period of unattended operation. The Webbs also alluded to an occasion of vicious competitive vandalism said to have occurred in a Washington coin-op laundry. The investment in drycleaning coin-op equipment, they insist, is not such as to be lightly exposed.

Handling of change is another factor in the need for attended service. On the last Saturday referred to, \$200 worth of quarters had to be provided before the day was done.

Counselors try to be alert for unserviceables, although the plant assumes no responsibility whatever. The only "claim" pending involves a set of rotten drapes that shredded in cleaning. The owner's plaint is "Why didn't you tell me?" The self-service facility now has a number of signs warning about rotten or faded drapes, fugitives, rubber or plastics, printed designs, etc.

Slipcovers and drapes are getting an especially big play in the drycleaning machines, as are blankets and quilts to a lesser extent.

### Some quality better!

The professional drycleaner even needs to look to his laurels in terms of quality, in one or two aspects, confides Larry Webb. Synthetic car coats, for instance, often come out better than after professional cleaning from some plants. The lower temperatures of the coin-op drying cycle do not soften the pile of synthetic fibers so readily as the prevailing higher temperatures of production drycleaners. Hence the pile not only doesn't mat under pounding, but actually fluffs a bit.

Successful coin-op operation, the Webbs believe, will always require professional supervision, at least. Which means it will take drycleaners



**Narrow vertical pipes** scavenge fumes near floor and release into the exhaust duct. Webbs will install sniffer in end of main exhaust duct. Filter for one bank of drycleaners at rear

## 1. Quality plant installs coin-op—Continued

to make it work profitably, in their opinion.

They have a man who is now spending three hours a day maintaining and cleaning the 16 units. At present he also takes care of the laundry washers and does the janitorial work. If Webb's had a second drycleaning coin-op location, this man would probably spend full time tending the cleaning units at both spots. A lower-cost janitor would then handle the rest of the work. The man in this spot "can be a tenth-grade graduate with mechanical ability." He should be supervised, except perhaps for short vacation periods. "I can't go to Florida to stay all winter," commented Larry.

"The drycleaner has to put up a nice place for his coin-ops," Bill Webb urged. The public is bound to be more hesitant about giving it a try than even laundry coin-ops, being less familiar with the process. The best of surroundings are advisable to encourage people to come in and entrust their clothes, which in the main represent much larger investments than laundered items, to the tender mercies of an impersonal machine.

The Webbs own the ground, on which they had been planning to install their third satellite package plant. This is one reason for choosing this particular location. They can convert to a package plant, if not satisfied with the coin-op's performance. On the other hand, if the trend appears the other way, they can convert their other satellite plants to coin-ops!

To determine their costs they are charging off \$3 per square foot, which is the rental paid by a tenant in an adjacent building of similar construction. Only mistake they feel they

made was installing vinyl-tile floor covering. Terrazzo would be more impervious to solvent.

The drycleaning equipment cost \$30,000 for two banks of eight units each, \$17,000 included also the placement of 22 16-pound laundry washers, four 8-pound washers and 9 driers. Also covered was all painting, carpentry, plumbing, electrical hook-up. Included are concrete-block interior walls to completely screen off the heater room and the tumbler area from the drycleaning units and the two filters.

The contractor stated afterward that the installation could have been made for \$3,000 to \$4,000 less, if they "had known what they were doing." Such knowledge will come with industry experience, we presume.

Total cost of the whole setup, drycleaning and laundry, is \$70,000.

### Solvent in good condition

So far, solvent quality has not seemed a problem, according to the Webbs. Perchlorethylene with a 1 percent charge is used. When daily testing shows the charge has dropped 10 percent in strength, sufficient concentrated detergent, supplied by the machinery firm, is added to restore it to the 1 percent level. The clarification procedure recommended by the machinery manufacturer is scrupulously followed, and frequent check tests by the adjacent Du Pont laboratories indicate the solvent remains in excellent condition, "as good as at any plant in Wilmington."

Initial filling of a bank of eight drycleaning units requires ten drums of perk. Solvent consumption, says Larry, is terrific! They will install both a snif-

fer and muck strippers as soon as possible. The sniffer will go in a common exhaust duct now collecting from the drier stacks and separate floor-scavenging pipes at each unit.

One other change is necessary, the Webbs chorus. To make the venture profitable, the price should be raised from \$1.50 to \$2.00!

At the end of the fifth week, the Webbs were able to strike off some cost figures that show in what direction they are going. With the drycleaning coin-op presently operating at 30 percent capacity, the total costs run \$1.37 per load. This covers all solvent, supplies, utilities, rent, depreciation, etc. It does not include anything for executive salaries or management return.

A projection of costs would indicate that when volume reaches 50 percent of total capacity, the cost will be 70 cents per load.

Total practical weekday capacity is 224 loads for the 14-hour day, making 50 percent 112 loads daily. Saturdays have hit the halfway mark, but at a slowing pace—106 loads on fourth Saturday in operation, 110 loads on the fifth Saturday. It remains to be seen how the weekday volumes and the off hours on Saturdays will build up, to give the necessary 50 percent averages for the whole week.

It also remains to be seen what effect on volume the impending national advertising of the coin-op equipment manufacturers will have. And how much coin-op competition springs up to trim Webb's far-flung market.

Meanwhile, Webb's regular "Professional Care" drycleaning service through the coin-op's call office has climbed from \$18 the first week to \$98 the fifth week. # #

## COIN-OP CLEANING IS HERE . . .

## 2. Here's a 30 lb. cleaner

By HARRY YEATES

THE FIRST cleaning plant offering coin-op and professional service on the same machine was recently opened in Brockton, Massachusetts.

Operating under the name Peter Rapid, a proposed chain of franchised cleaning plants, owner Bill Nisby converted his coin-op laundry (36 washers, 16 driers) into a modern package plant. He installed a fully automatic

synthetic cleaning machine in a new addition at the rear of the building. It is operated on a regular basis during the day . . . and with a simple turn of a key can be converted to handle coin-operated loads during the evening hours. The plant is open until midnight, seven days a week.

Throughout the regular hours—8:00 a.m. to 6:00 p.m.—Mr. Nisby

offers any type of finishing service requested by the customers. The plant is operated by an attendant who cleans, spots and finishes all garments. At night customers can either process a load of garments on their own, or leave them in a coin-operated depository alongside the unit for cleaning the next day.

The cleaning machine, imported



# PERSEC

FRONTIER STABILIZED PERCHLORETHYLENE

*pure cleaning power*

There is no safer cleaning fluid for any fabric than PerSec . . . the high-purity Perchlorethylene made for the professional dry cleaner by Frontier. None more effective, either. Safe, hard-working PerSec helps you give your best performance, charge after charge. And its long-life stabilization protects your equipment from corrosion. For pure cleaning power, your best buy is PerSec . . . in the blue plaid drum.

Phone or mail your inquiry to P.O. Box 545, Wichita 1, Kansas

FRONTIER CHEMICAL COMPANY

division  
VULCAN MATERIALS COMPANY

## 2. Here's a 30 lb. cleaner—*continued*



Night depository appeals to customers who want their garments finished the next day

Turning key on rear panel converts cleaning machine from manual to coin-operation after regular hours



Sliding glass doors shut off cleaning department from rest of plant after 6:00 p.m.

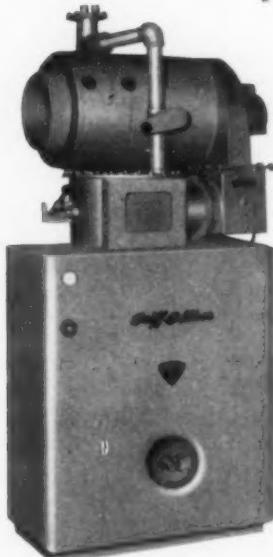
from Italy, is set flush against a wood-paneled wall in a carpeted area complete with chairs and tables. An overhanging canopy above the machine is equipped with fluorescent lighting. Finishing equipment and storage conveyors are in back of the machine.

Aimed at tapping more business from customers already using laundry service, the new machine cleans 30 pounds of clothes in 27 minutes. Cleaning on a self-service basis is priced at \$2.50 a load. (Regular cleaning price for a man's suit or lady's dress is \$1.10.)

A coin-drop attachment is installed on the machine as an accessory. It is set on the front panel next to the automatic cleaning control cabinet. Coin-changers are located on the wall next to the machine. The customer simply deposits \$2.50 worth of quarters, opens the door, places garments in the wheel, closes the door and pushes the starter button.

After six o'clock in the evening the

# It's fantastic! Recover $\frac{1}{2}^*$ your solvent costs



from  
the  
Air!

"SNIFF-O-MISER"

Even though your reclaimers are working at top efficiency, perc solvent vapor still escapes from the cleaning machine and in handling garments. And it's surprising how much perc escapes: In most plants, at least 50% of the total solvent used is being air-wasted. Circulating air to get rid of the annoying odors adds to the waste, for not only is the solvent lost, but cooling the room temperature boosts your heating bill also. But there's an easy answer — Hoyt "Sniff-O-Misers"! These sensational new vapor adsorbers sniff up solvent fumes and reclaim your solvent for re-use . . . save up to 75% of your present solvent costs . . . get rid of solvent odor . . . soon pay for themselves.

There are three "Sniff-O-Miser" sizes — one for any plant, and all attractively designed with the distinctive Hoyt cabinet. The compact Model 1 (for floor, wall or ceiling installation) is extremely popular in small plants.

When you buy reclaimers and vapor adsorbers, it always pays to look for the Hoyt features.

Write for bulletins or see your distributor

# HOYT

WESTPORT, MASS.

Automatic Dryers, Reclaimers and Chillers



\*\*"Sniff-O-Miser" owners report solvent savings of 50% to 75%

## 2. Here's a 30 lb. cleaner—*continued*

counter area and conveyor are separated from the rest of the plant by sliding glass doors. Spotlights are focused on the storage conveyor after the department is closed down for the night.

Customers using laundry facilities or anyone who stops in to drop off a garment can leave it in the depository if he doesn't want to process it himself. After 25 cents is deposited, the plastic door on the depository swings open automatically. It remains open until the customer pushes a button. (The deposit is returned to the customer when the finished garment is picked up the next day.)

Customers are furnished with a cardboard tube which contains a plastic bag, pencil and a numbered receipt form. Instructions on how to use the depository are also posted on the wall.

Space is provided on the order form for customers to spell out any special instructions for the cleaner, such as type of stain. Garments are placed in the plastic bag and dropped into the depository.

Since opening last November, this first of a series of franchised plants under the Peter Rapid name is doing approximately \$350 a week in regular drycleaning and \$50 a week in coin-op, unattended cleaning—with out any type of finishing. If customers want these garments finished the plantowner charges 25 cents per piece.

### Customers from laundry side

"The bulk of our drycleaning volume during the evening is coming from laundry customers who already use the washers and driers. They're

taking advantage of the self-service cleaning while waiting for their laundry bundles to dry," said Mr. Nisby.

A load chart showing typical items that can be processed together is posted on the front panel of the cleaning machine. Mr. Nisby also noted that many laundry customers are pooling their drycleaning—blankets, children's snow suits, sweaters—and processing them in the machine at the same time to take advantage of the 30-pound capacity.

The franchise price, totaling anywhere from \$10,000 to \$25,000, depends on the type of cleaning and finishing equipment installed, a co-ordinated newspaper promotion, direct-mail brochures and a proposed national consumer advertising program stressing the Peter Rapid name.

# #

## COIN-OP CLEANING IS HERE . . .



These three women give their garments close examination. Reaction: unqualified approval

## 3. Customers express views on coin-op cleaning

Personal interviews give industry food for thought

By TOM O'NEILL

ONE OF THE FIRST professional plants to make the plunge into the coin-op cleaning field is Holmes Drycleaning in Effingham, Illinois.

In September, Lester and Kenneth Holmes installed eight coin-op drycleaning machines in a store adjacent to their plant. The store also provides complete laundry facilities for this town of 8,000 population.

After talking with many housewives and husbands alike, only one word can be found to describe the general public reaction—enthusiastic.

Even more significant than their pleasure with the results were the thought patterns which popped into the conversation over and over again. Four reactions were predominant:

—**the tendency to make excuses for the machine if a garment didn't look as good as other garments in the load.** "It's a terribly old coat. I couldn't expect more." "This hasn't been cleaned in years so it'll take a few cleanings to get at all the ground-in dirt." "I should have thrown this out years ago." "My little boy gets this so dirty nothing short of a miracle would get it clean."

—**the tendency to blame themselves for any spots.** "I didn't rub the water in." "I should have looked it over more carefully before putting it in the machine." "I missed a spot or two but it looks good, doesn't it?"

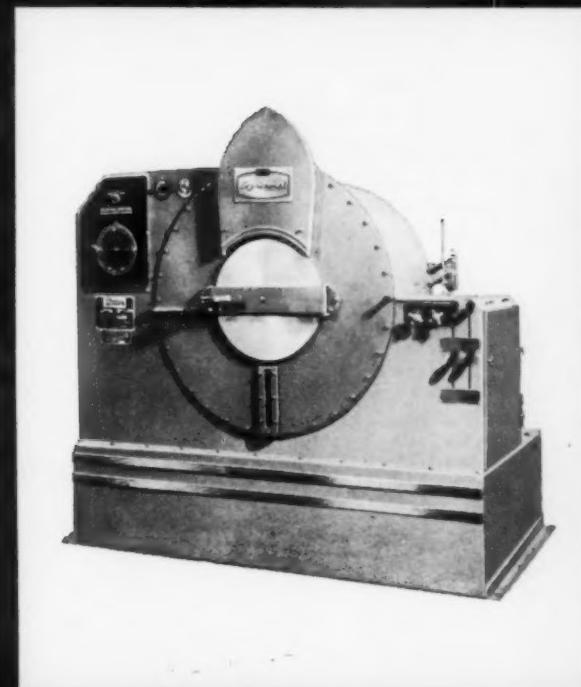
*Continued on page 90*



**ONE BIG REASON** Dependability is only one big reason why Washex is the choice of experienced operators. For synthetic or petroleum cleaning, men who know trust the superior engineering that goes into every Washex—from the rugged one-piece forged trunnion to the heavy duty motors that power the washing and extraction cycles and solvent pumps. There are synthetic models for 45, 65 and 100 lb. capacities. More information is yours by returning this ad with your letterhead.

**WASHEX MACHINERY CORPORATION**

• 192 BANKER STREET, BROOKLYN 22, N.Y. •



# This plant uses a moving slickrail

Unusual conveyor duplicates every twist and turn of stationary rack

By LOU BELLEW



Notice how conveyor rises (center foreground) to clear aisle, then drops sharply to drop finished garments onto line handy for assembler to left rear. Next it sweeps back towards the ceiling to carry go-backs to cleaning department at right

Each of four separate lines at spotter's section leads to one of four finishing operation stations. Power train of 1 1/4-inch pipe is shown returning in loops necessary for endless chain to perform its function for each line

ONE OF THE MOST UNUSUAL garment conveyors now in use is an endless-chain device recently completed in one of the West's newest drycleaning plants. Present indications promise greatly reduced productive labor costs, up to 25 percent savings in floor space, plus better quality and speed of production.

A "pusher" type conveyor is used, featuring an endless chain traveling in a separate pipe directly above the conventional slickrail. This power rail matches every curve and incline found in a modern slickrail installation. It is powered by a single one horsepower electric motor. Such is the construction of the chain drive that it can negotiate turns that have only a 12-inch radius.

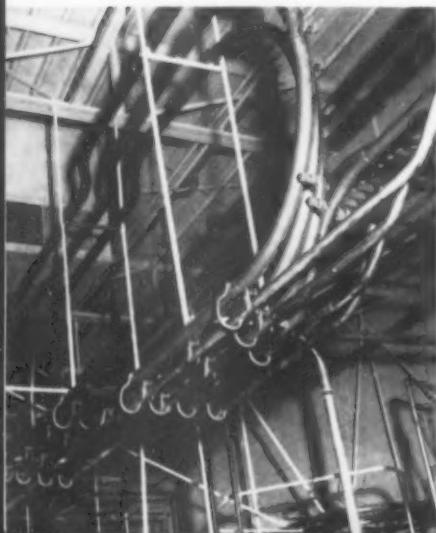
Pride Laundry-Cleaners & Storage, Inc., in Phoenix, Arizona, is owned and operated by Floyd Skinner and Bob Pleasant. This brand-new 110-

by-60-foot building is located near a new shopping center serving the northeastern section of Phoenix, an area of fashionable homes. Drive-in facilities are available for the customers of the various services, which are laundry and cleaning, garment storage and a coin-op laundry department.

Three men are credited with the development of the plant's drycleaning conveyor. They are Bob Menzie of a drycleaning and laundry equipment company, and Arbin Blakely, the firm's layout specialist, plus Lou Long, engineer of chain-conveyor systems for many industries.

## Making conveyor fit plant

According to Bob Menzie, there has long been a need for a conveyor system that could match itself to established drycleaning plant layouts. To



# DIRTY WORDS

GRASS STAINS

TAR

MUSTARD

Bubble  
Gum

LIPSTICK

Nail Polish

PAINTS

CALED Rx Cleans 'em up

CALED Rx IS VERSATILE . . . used at the spotting board . . . in drycleaning room . . . in shirt laundry . . . laundry wash room . . . rug cleaning department. So simple to use.

CALED Rx IS BETTER . . . Safe to use on all fabrics . . . including the so-called 'miracle' fibers. Rx does not 'knock' color when flushed from fabrics with steam or water. It will NOT stain light colored fabrics. IT'S ECONOMICAL . . . a little goes a long, long way.

QUICK . . . SAFE . . . EASY

*Caled Products*

COMPANY, INCORPORATED

BRENTWOOD, MARYLAND



WET SIDE USE  
DRY SIDE USE  
DRYCLEANING DEPARTMENT  
LAUNDRY DEPARTMENT  
RUG DEPARTMENT

## This plant uses moving slickrail—*continued*

replace awkward straight-line conveyors, with garments dropping from one line to another for transportation around the building, it was hoped a conveyor could be set up to actually follow all the twists and turns of a modern slickrail-equipped plant. A long series of round-table discussions by the three men resulted in a combination of engineering skill with drycleaning plant know-how that overcame the major problems involved in such an installation.

Except for a few minor changes to be made, the conveyor at this writing gives every indication of fulfilling every claim envisioned by the originators. Within arm's reach of the spotter-cleaner are four separate slickrails on which hangered garments are hung for conveyance to either of several stations at the pants unit, silk units, or the combination wool unit.

**Through slot** on underside of power rail above protrude metal brackets, fastened to the link chain. Bolted to brackets are short plastic bars which slide along each side of slickrail and push hanger necks of each garment

At each station the work drops off at a convenient point for the operator, simply by having the conventional slickrail drop down away from contact with the power train.

After finishing, the operator replaces the garment once more in contact with the power train, and it continues to the assembler. There is no need for plant personnel to wrinkle or soil finished work by pushing it manually to assembly.

Since the power train must of necessity return from the assembly department to its starting point at the spotting board, the conveyor is thus able to return go-backs to the cleaner without the usual extra steps and handling by an employee. Nor is there need to wait for a number of go-backs to accumulate before returning them for further attention to any department. This speeds return of the garments to their proper order at assembly.

This endless chain is 290 feet long, traveling through a 1 1/4-inch pipe (outside diameter). The heart of the conveyor is the unique construction of the links which results in an extremely flexible power train. Each link is a short slotted rod in which a ball-bearing steel wheel is posi-

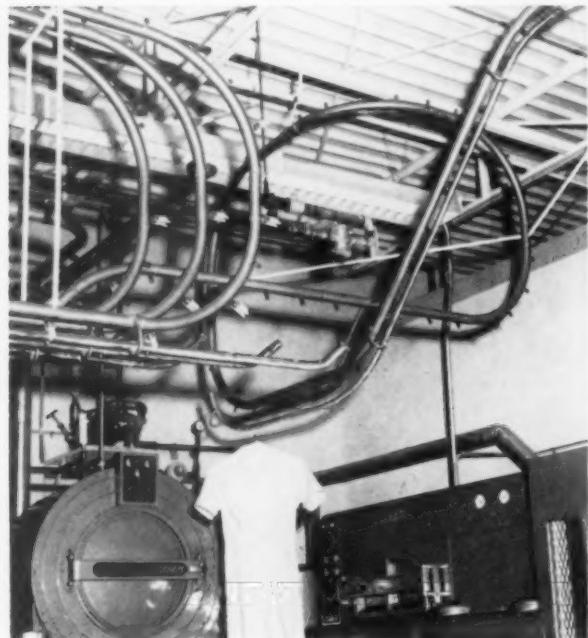
tioned. These short rods are joined to each other with swivel connectors that permit the links every movement except the action of revolving. This is important because the wheels in alternate links are either in a horizontal or vertical position at all times, to reduce friction on any turn or angle of incline or decline.

The 1 1/4-inch pipe within which the link belt rides has a slot on the underside that is slightly off center. This allows the vertical wheels to ride on the bottom of the pipe without contacting the edges of the slot, which would soon wear them out. Curved metal brackets from the conveyor chain protrude through the slot to a point about a quarter inch above the top of the slickrail. The lower end of each bracket is fitted with a pair of flat plastic bars which slide along each side of the slickrail, to push on the hanger neck of any garment hung on the slickrail. (Of course, any abnormal resistance on the entire 290 feet of the power train's length will automatically shut off the power.) So far there have been no problems.

The slickrails leading away from the spotter's station to the various departments for processing are conventional in every way, except that each is



**At spotter's station** a do-over has just arrived from conveyor line which drops from top right corner of photo. Notice pipework which permits this same power rail to head back towards ceiling and arc around to power one of the four feeder lines



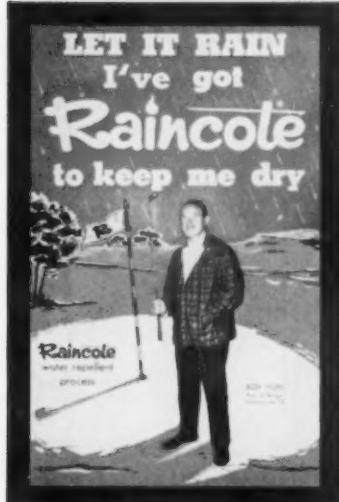
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Raincote S.C., the solvent clear water repellent with 100% spray rating does not leave fabrics stiff. Features a built in neutralizer and leaves treated garments brighter. Raincote wet side water repellent also available.

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**Signal** CHEMICAL MFG. CO.  
5020 RICHMOND ROAD • BEDFORD, OHIO



## This plant uses moving slickrail—*continued*

paralleled by the power-train pipe a couple of inches above it. Any garment hung on either of the four slickrails is pushed along to its drop-off point, then the power train performs a vertical loop to return to the spotter's station to move the garments on the next slickrail to another processing station. Thus the power train takes on the looks of a coil spring in accomplishing the necessary bends to perform its many functions between spotter and finishers.

After performing its duties, this power train then loops towards the ceiling, passes over the other power-train coils, and drops down close to the plant wall to receive finished work from the silk finishers at a height about 6 feet 3 inches above the floor. At this height it proceeds to pick up more finish work at the other finishing units, zooms toward the ceiling to a height of 9½ feet, makes a right turn

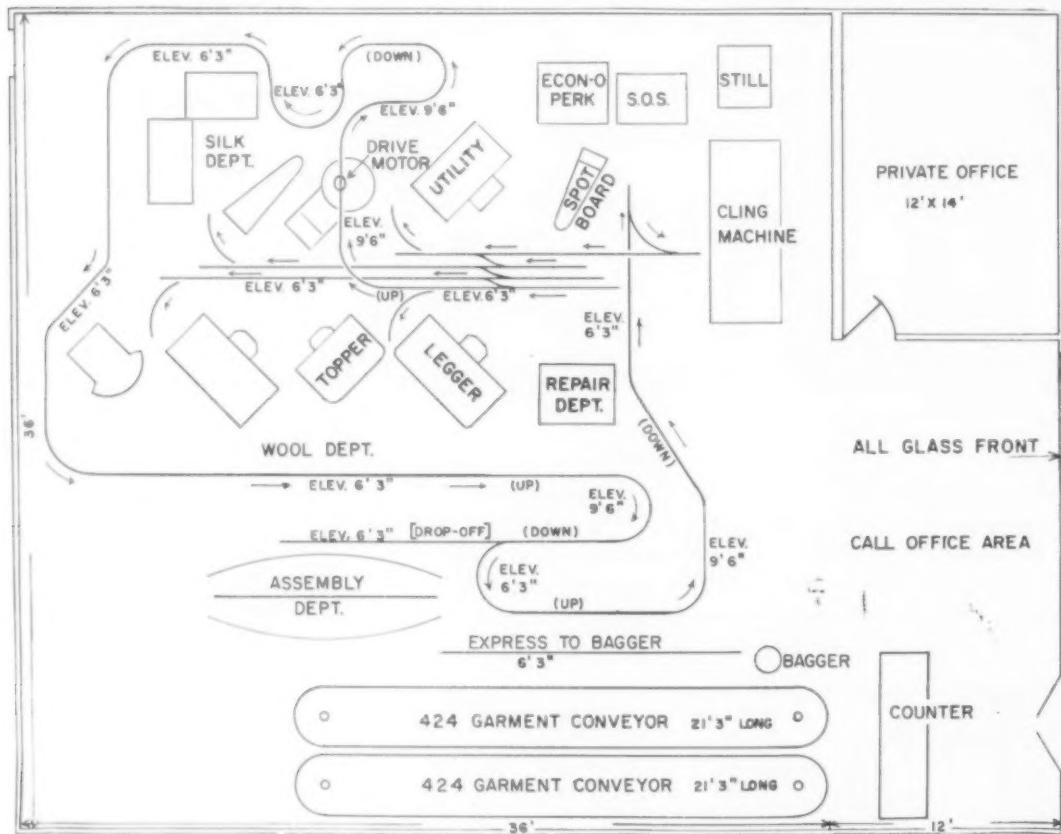
to clear an aisle and drops the finished garments down to the assembler at a drop-off point. Having once again reached the 6 foot 3 inch height at the assembly station, the conveyor is at a proper level to pick up any go-backs. These are lifted and conveyed back to the spotter at the 9½-foot level across the room. From this point the entire performance is then repeated.

### Points of convenience

Location of the repair department was one problem no one seemed to agree on in a hurry. It was tried about everywhere in the room until it wound up in what must have been the most obvious spot all the time. Repairs are now done within arm's reach of the spotter's station. It is a simple matter for him to sort out these garments from the go-backs and hand them over to the repair lady.

Thanks to the unique linkage of the drive chain, it is a simple matter to elevate the conveyor at any point where it is necessary to clear a piece of equipment or an area of heavy traffic. The highest elevation is at 9 feet 6 inches, while most of the conveyor is at 6 feet 3 inches off the floor.

Although the system has been in use too short a time to permit comparison of production figures with a more conventional operation of this type, the plantowners and the installers are convinced the idea will live up to all expectations. Approximate cost of this type of conveyor installation will average about \$500 per work station. Weekly volume of drycleaning at Pride is expected to reach \$3,000 with the installation of an additional wool unit. Based on this volume it is estimated the savings will equal the cost of the conveyor within one and a half years. # #



Layout shows complete workflow from cleaning to assembly and conveyor storage.

ONE ROLL  
**Free**



when  
you  
buy



**ELEVEN!!!**

Don't miss out on this money saving offer. During the month of February only you get one free roll of 2592 inch "SCOTCH" Brand Cellophane Tape when you buy eleven. Call your "SCOTCH" Brand Tape supplier now. Offer applies to all standard width ( $\frac{3}{8}$  inch to 1 inch) 2592 inch transparent rolls. Regular assorting privileges also apply. Offer expires February 28, 1961

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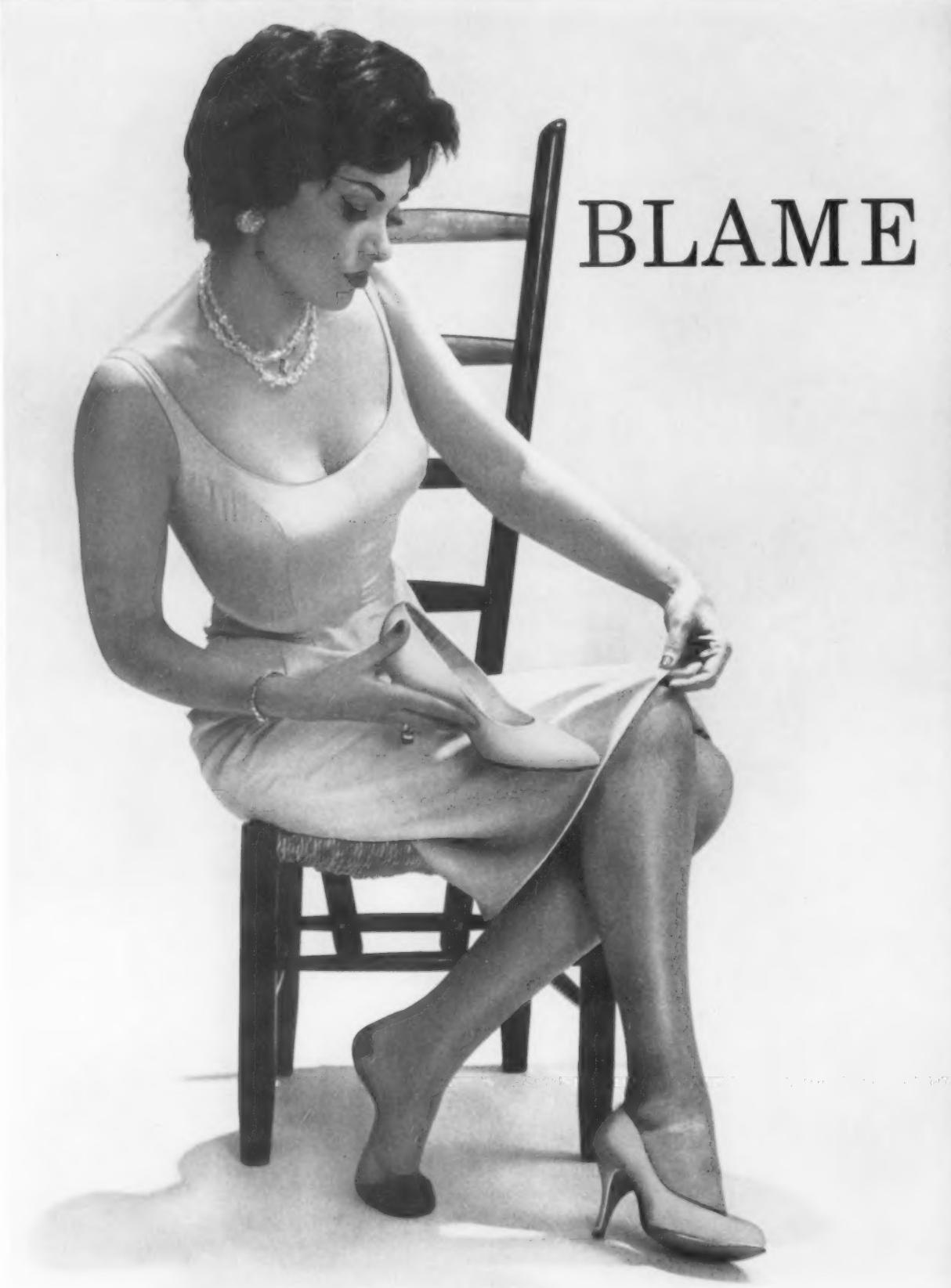
**SCOTCH BRAND**

THE WORD "SCOTCH" AND THE PLAID DESIGN ARE REGISTERED TRADEMARKS OF THE 3M CO.

**MINNESOTA MINING AND MANUFACTURING COMPANY**

...WHERE RESEARCH IS THE KEY TO TOMORROW





BLAME

*Shoes bright . . . dress dull?*

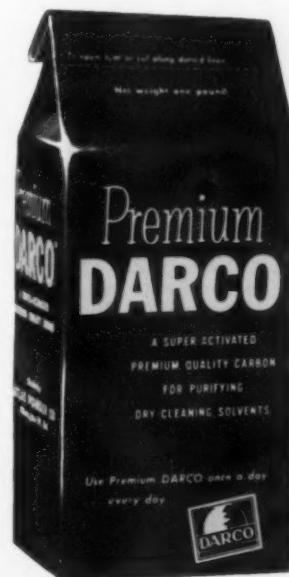
# SOLVENT STAIN

When the matching shoes that stayed home make the dress you just cleaned look dull and off-color, you can expect a complaint from the customer. *Solvent Stain* is to blame. It's caused by the build-up of soil and bleeding dyes in your washer. It's always been a major dry-cleaning problem, but it's even more acute in today's high-powered fast-acting detergent systems.

*Premium Darco® prevents solvent stain*

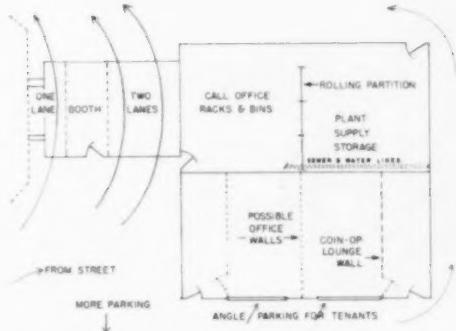
Premium DARCO—the original high-powered carbon developed especially for modern high-powered charged systems—is the simple, economical way to prevent Solvent Stain. Use one bag of Premium DARCO every day for each 2000 gallons of filter capacity. Be sure to use enough . . . and to use it daily. It's your best insurance against dull, grayed garments. Leading soap manufacturers recommend Premium DARCO. Order today, from your distributor.

*Premium Darco—the only dry cleaning carbon developed, manufactured and sold by people who have specialized in purification for over 35 years.*



ATLAS POWDER COMPANY  
Wilmington 99, Delaware

**Car service booth automatically draws cleaning and laundry traffic to proper side of the building, despite large sign placed by tenant on blank wall**



**Two possible offices** are provided for by double set of doors and windows in tenant space. Toilets, heating and air-conditioning units can be set in either tenant or landlord space as needed, with breakthroughs in common wall, if necessary

## "We're in real estate now"

Provides best drive-in locations  
at reasonable cost

"WE'RE IN the real estate business now!" reports Archie Swan of Scotch Cleaners & Laundry in Topeka, Kansas. "Drycleaning is still our main function. But real estate provides a good chunk of our revenue, takes a lot of our time. It wasn't exactly a matter of choice, either. We were forced into

**By WILLIAM R. PALMER**

it by competition for good store locations, not only among cleaners but among all retail businesses."

The cost of buying and building a good drive-in location today is so high that Mr. Swan and his partner, Bill

Wallace, insist you have to derive extra income from a location to make it pay its way. So they have evolved a drive-in building that will be standard for the operation. One-half of each building is designed as rental space. Two are built and are proving out already. Two more are scheduled for construction shortly.

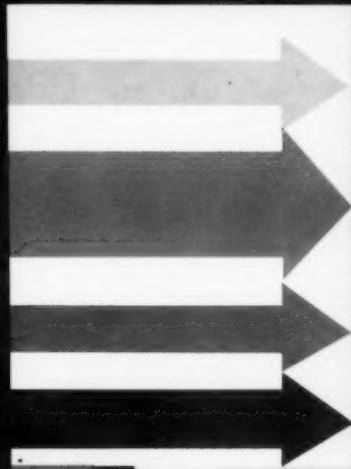
Good corner locations, Mr. Swan points out, are almost unobtainable in Topeka, and expensive to boot. Mid-block locations, to be effective, need wider frontages than depth, yet frontage cannot be obtained without paying for depth also.

"You wind up buying enough ground at each location," says Archie, "to put in a full-scale plant. In fact, that's why some package plants get built where circumstances don't warrant a production unit. Lots of times a plantowner would be better off designing his layout to bring in non-cleaning revenues."

Scotch's standard drive-in layout is

**Angle parking alongside tenants' half of building is out of the drive-in lanes. Tenant traffic continues around the building. Extra parallel parking is off to right of this picture**





To a "privileged few" quality plants in a community . . . an invitation  
to join this world famous **BRAND NAME** team

# "Cravenette"

TRADE MARK

for 75 years the World's most famous **BRAND NAME WATER REPELLENTS.**

Send the pre-paid card. Learn how your plant can profit from a  
local **CAVENETTE WEATHERIZING STATION**



TODAY, thousands of Cravenette "Weatherizing Stations" have virtually eliminated unfair price competition through the quality impact of the famous Cravenette brand name. Backed by a power-packed promotional campaign and a complete point-of-sale package, the "Certified-Genuine" program concentrates 75 years of recognition and preference on your plant. Brand impact means easier selling, bigger selling, competition-free selling for you!

THE CRAVENETTE COMPANY, U.S.A., 60 ROMANELLI AVE., SO. HACKENSACK, N.J., INQUIRIES 9-5775

Cravenette Company, U.S.A.  
60 Romanello Avenue  
South Hackensack, N.J.

Gentlemen:—

We are interested in learning more about your  
**CAVENETTE WEATHERIZING STATION** program.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Our Jobber's Name \_\_\_\_\_

IF YOU QUALIFY AS A CRAVENETTE WEATHERIZING STATION, YOU CAN CASH IN  
ON THE ONLY BRAND NAME YOUR CUSTOMERS KNOW AND TRUST!

millions of brand-conscious customers will be told and sold  
"the Cravenette Certified-Genuine" program in a power-packed campaign



BUSINESS REPLY MAIL  
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

—POSTAGE WILL BE PAID BY—

THE CRAVENETTE COMPANY, U.S.A.  
60 ROMANELLI AVENUE  
SO. HACKENSACK, N.J.

The Cravenette Promotion Parade is on the road from coast to coast. The cumulative effect of the famous Cravenette BRAND-IMPACT name, supported by local promotions by thousands and thousands of Cravenette "Weatherizing Stations", is skyrocketing water repellent sales for quality-conscious, volume-conscious drycleaners. Climb on the bandwagon and see what happens to your profit and prestige!

THE CRAVENETTE COMPANY, U.S.A., 60 ROMANELLI AVE., SO. HACKENSACK, N.J., HUBBARD 9-6775

## We're in real estate now—*continued*

designed to give the call office full benefit of the street frontage. Yet it keeps rental property in full view of and easily accessible to the street.

The building is in the left rear corner of the property, where it is most readily seen by traffic in the nearest lane. The walls are 20 feet from the back and left side property lines, so cars can pass completely around the building. Scotch call-office traffic enters from the right front, passes in front of the building, exits at left front. Tenant traffic enters at the same place, goes around the building, joins call-office traffic again at the exit.

A large canopy projects from the call-office side only. This covers two and a half drive-in lanes, plus a booth for car attendants. Both the call-office front and the booths are glassed above the gaily colored panels below. They focus attention at first glance.

### Parking made easy

In contrast, the front wall of the rental half of the building is windowless brick. Only embellishment is a sign, or signs, publicizing the tenants. An arrow points to the side, if necessary. Large windows along the tenants' side of the building effectively suggest that this is the "front" of their businesses. Patrons readily drive in and angle-park along the windowed side wall.

The parking area is at least 40 feet wide alongside the building (to give

the proper street frontage). This permits an additional row of cars to be parallel-parked along the right edge of the parking area, without obstructing traffic flow around the building.

One problem has not been licked with this design, as yet. The canopy is not quite large enough to protect attendants on their way into the call office or when serving the driver in the outside lane. Yet to make the canopy appreciably bigger would tend to overwhelm the rental side to the point where it would be less readily noticed. The owners intend to experiment with separate roof segments above the end and below the side to give the weather protection without increasing the mass of the canopy.

Architecturally these buildings are of "neighborhood design." Except for the signs and a little bright paneling, they could be mistaken for large ranch houses. Therefore they never are out of keeping with the neighborhoods they serve. Construction is 4-inch concrete-block walls faced with dark red brick veneer. Floors are poured concrete covered with high-grade asphalt tile.

Large exposed beams support a shallow A-roof. The ridge is supported by a solid bearing wall down the middle of the building. This divides the call-

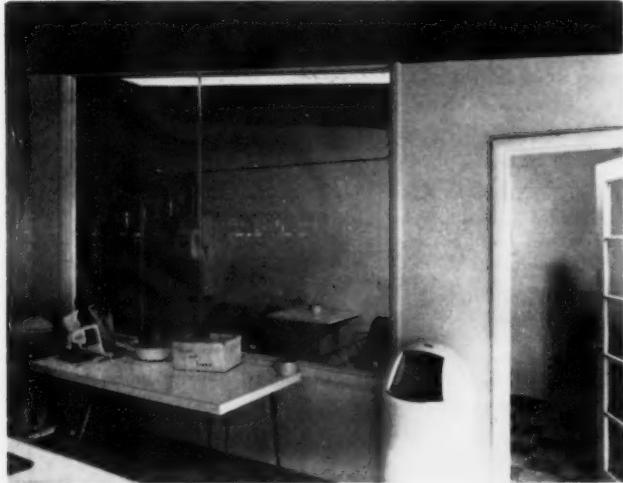
office side from the rental spaces. The rafter beams and the board ceiling above them are stained redwood color. They give a rich decorative feel to all the interior spaces, regardless of what they are used for.

Only this central bearing wall permanently divides the building. Other partitions are movable or removable as needed. On the Scotch side there is a rolling partition that makes flexible division between the call-rack space and rear space used for storage of plant supplies or other non-sales functions.

This partition is made of sheets of pegboard held with their length vertical in heavy framing. The frames between each sheet have feet extending at right angles to the partition surface. Each foot has heavy casters at either end. The whole unit is 13 feet long and 8½ feet high, with four pairs of casters. It provides ample screening of the supplies. As a backdrop for the call office, it can be "pegged" with decorations or advertising. Finally, a slight woman can move it easily, one end at a time.

On the rental side, partition locations are partly dictated by the solid sections of the outer wall. Two long window areas are separated in the exact middle of the wall by a 6-foot solid section. A cross partition at this point

**Separated lounge** at back of coin-op is air-conditioned, shows how separate space could be made into reception rooms to the larger offices



**Redwood-stained exposed beams and wide window expanse make rental space suitable for fine offices as well as light commercial uses such as this independent coin-op**

## We're in real estate now—continued

could exactly divide the rental space into two offices of equal size.

Nice solid-looking entrance doors are provided close to either end of the rental space. These would serve two such offices. In addition, the doors are flanked by 5-foot solid wall sections. Partitions abutting these could provide anterooms or small secretarial offices

at each end of the rental space. The coin-op which is independently operated at one Scotch location has installed such a partition at one end to provide an air-conditioned lounge for its patrons.

Almost any kind of utilities arrangement can be made, depending on how much space a tenant needs and

whether he covers utilities in his rent or provides his own. The coin-op laundry, for instance, is entirely independent, paying rent only for the space. It has its own space heater and water heater. A single toilet is provided at the back of the lounge.

In another location the entire rental space is occupied by an insurance agency. Doors through the middle bearing wall open into two restrooms. Although private to the rental side, these are actually in the Scotch storage section. Here also are the heater and air conditioner for the rental side. The insurance agency, therefore, pays a substantially higher rent for the same type of space occupied by the coin-op.

### Flexibility for future

As more Scotch drive-ins of this type are built, the uses for supply storage space will be exhausted. A third entrance-type door at the far corner of this space makes it available for further rentals. The rolling partition would be replaced with a permanent one. This space has no windows, being in the blind corner of the lot. Therefore the most logical use is to add it to the section designed for rentals on the other side.

However, there is a large number of businesses that do not need exposure to public traffic, or large front windows. Some are wholesale photo printers, specialty jobbers, contractors' engineering offices, phone-answering or mail-forwarding services, etc. All are logical candidates for the back corner space.

As the number of drive-ins increases, all will have more flexibility. For whatever tenant desires to spread into that back corner, at whatever location, he can be accommodated by shifting its contents to one of the other locations—until they are all leased!

However, such spaces are not likely to be available soon. Archie Swan is noted for putting production or management operations into stores to carry their overhead and keep store personnel busy in spare time. A storage vault is scheduled to fill the back corner of one location soon. Eventually it is possible that separate dry and cold vaults may be built at different locations.

In fact, you can do almost anything with this design for drive-ins—even convert them to package plants! #

Completely volatile, leaves no oily residue or odor. Safe on all fabrics and dyes of average fastness. Non-flammable. Safe to use in either petroleum or perchlorethylene.

Perfect for touch-up removal of pick-up soil at spotting board, presses and at garment inspection station. Removes light paint, or grease stains and lipstick smudges, eliminating the necessity of recleaning.

Extremely effective in the removal of stubborn paint—oil—grease when mixed two parts Picrin with one part Cyclo or charge detergent.



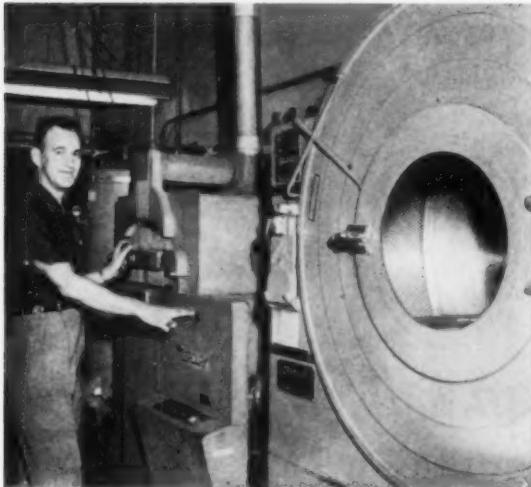
R. R. STREET & CO., INC., 561 W. MONROE ST., CHICAGO 6, U.S.A.

SP-354 COPYRIGHT 1961

## WE MODERNIZED WITH PER "50"

Schwartzhoff Brothers  
Evanston, Illinois

"proved out right as rain"

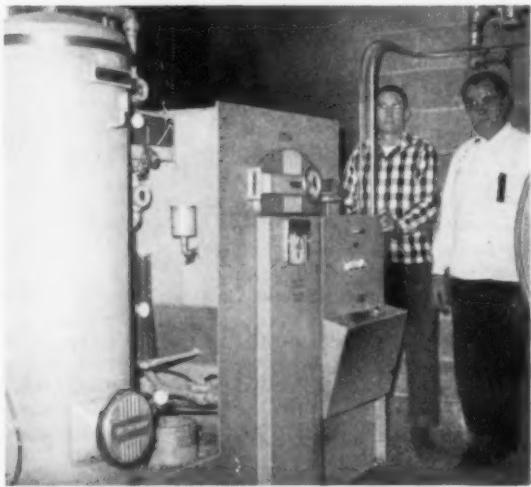


Uses Perchlorethylene Solvent . . . in a very  
t-h-r-i-f-t-y way

## WE MODERNIZED WITH PETRO "50"

Peterson Brothers  
Pine City, Minnesota

"highest quality . . . lower costs"



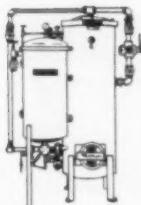
Uses Petroleum Solvent . . . U/L-140-F or Stoddard  
. . . explosion-proof

## AVAILABLE ON OUR LOW COST LEASE-PURCHASE PLAN

Mercury carries the notes and/or the leases . . . and the parts

- There is nothing finer than Numatic PER "50." Same unit as delivered to U. S. Navy.
- Costs no more than most 30-35 lb. units.
- Dry load capacity 44-50 lbs. per load. 2000 GPH Monel Tubular Filter; with backwash. Marlow Centrifugal Pumps. Big 3" dump line.
- Mercury-Twin-Disc transmission and fluid drive.

- Dry load capacity 44-50 lbs. per load.
- Fully Automatic . . . single or 2-bath.
- 2000 GPH Monel Tubular Filter; with backwash.
- Marlow Centrifugal Pumps . . . big 3" dump line.
- Mercury-Twin-Disc transmission with fluid drive.
- Comes completely piped and assembled.



Clover-Leaf Muck Stripper and 2000 GPH Monel Tubular Filter also available  
for use with any make of Perc Unit. Owners report up to 16,000 lbs. mileage  
per drum of solvent and less filter pressure.

Nearly 5,000 successful Mercury Owners in 50 states.

**MERCURY**  
CLEANING SYSTEMS, INC.

Mercury Cleaning Systems, Inc.  
1817 Benson Avenue, Evanston, Illinois

Please send complete information on  PER 50  PETRO 50

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## How much to spend on advertising

By MERWIN DECHTER

**As a service to our readers, Author Dechter will study ads they submit, and offer suggestions in this section. As in this article, your plant name will be deleted from the reproduction of your ad. He's also available to answer specific questions about advertising. Send your problems and ads to The Editor, THE NATIONAL CLEANER, 466 Lexington Avenue, New York 17, N. Y.**

**Last month you told how to set up a simplified advertising budget. Would you review the process?**

Two systems were described. One was the lump-sum method and the other was the percentage method. In the first, you decide how much you want to spend for advertising, then consider that figure as your budget. In the second, you compute your budget by taking a set percentage of your anticipated gross sales each month.

**Which of the two systems did you suggest we use?**

The second; however, it has certain ramifications which we did not explain.

**What are those ramifications?**

We did not explain how to allow for allotting additional funds during slow

periods and cutting down on advertising expenses percentagewise during peak periods. Let us suppose that you have decided to use 5 percent of anticipated gross sales as your advertising budget for this year.

**Would I take 5 percent of the year's sales, divide that by 12 to find out how much money I will be able to spend each month?**

No, you work out your budget on a month-to-month basis so that your ad-

vertising can expand as your sales expand and contract as business slows.

**Describe the steps in setting up a workable budget.**

(1) Get your sales figures for last year and, if possible, for one or two previous years. (2) List the sales figures by month. (3) Determine how much of the year's business you did each month on a percentage basis. Then, where your percentage figures are high (say 18 percent), arbitrarily reduce them somewhat, and write the new percentage figures in red pencil alongside of the old.

**Give an example of what you mean.**

Take the figure I used above, 18 percent. That may have occurred, for *Continued on page 90*

### Advertising Analysis #3 . . .

This cleaner at least deserves credit for doing some advertising. Obviously this was used as a direct-mail piece or bag stuffer.

However, the time consumed in cutting out the various elements and pasting them together probably could have been spent better in organizing a single message, neatly put on paper—and then having the printing done.

Also, the signature element is buried. Whose ad is this? What is "Free"?

The quality of advertising reflects vividly the quality of the product or service. Therefore, a cleaner should do less, but better, advertising rather than do poor quality mass advertising.

**Announcing**

**FREE**

**SAME DAY**  
expert cleaning

**LOST WEIGHT?**  
RE-SIZE or CONVERT  
your SUIT, COAT or TUX

**SKILLED Tailoring**

**DISTINCTIVE CLEANING**  
WILL KEEP YOUR  
WARDROBE  
*Looking Smart*  
AT ALL TIMES

**XXX CLEANERS**  
NEW YORK, N. Y.

**ZIPPERS**  
REPAIRED AND REPLACED

**CALL & DELIVERY**

# EXZYME\*

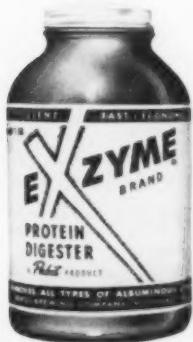
*why*

*digestor  
makes you  
a better  
cleaner!*

**Exzyme** removes the spots — not the fabric! Its gentle, digestive action is perfect for removing food, beverage, blood, perspiration, urine and related stains. You need it because most spotting manuals say that over 25% of all stains come clean best with a protein digester like **Exzyme**.

**Exzyme** works equally well for bath or board. Saves you time because it works alone — frees you for other chores. With **Exzyme** the fabric stays soft and sweet. Never any odor — either in the plant or on the garment.

Be a better cleaner. Next time ask your supplier for **Exzyme**, the safe, fast-working protein digester. It's your best buy because a little goes a long way and the jar is larger!

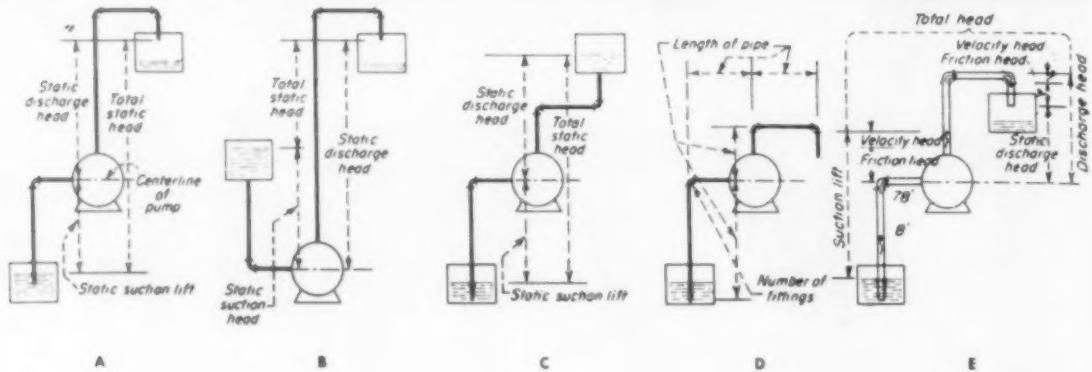


**FREE VALUABLE COUPON WITH EVERY JAR**

Get free gifts for yourself and your family—save the coupon that comes with every jar of **Exzyme**.

\*say **EX'-zime**

**INDUSTRIAL PRODUCTS DIVISION**  
**PABST BREWING COMPANY • MILWAUKEE, WISCONSIN**



**Table I—Definitions**

**Static suction lift** is vertical distance (feet) from supply level to pump centerline; pump above supply

**Static suction head**: same as static suction lift, but pump is below supply level

**Static discharge head** is vertical distance (feet) from pump centerline to point of free delivery

**Total static head** is vertical distance (feet) from supply level to discharge level

**Friction head** is pressure, in feet of

liquid, needed to overcome resistance of pipe, fittings

**Suction lift** is static suction head plus suction friction head and velocity head

**Suction head** is static suction head minus suction friction head and velocity head

**Discharge head** is static discharge head plus discharge friction head and velocity head

**Total head** is sum of suction lift and discharge head. Where there is suction head, total head is difference between discharge and suction heads

Note: Some engineers use dynamic suction lift, dynamic discharge head and total dynamic head instead of terms above. While the word dynamic helps express idea of motion; i.e., head when liquid is flowing, the simpler terms are favored

Fig. 2. Eight priming methods which may be used with many types of pumps

Fig. 3. Chart for determining economic pipe diameters. (Perry, "Chemical Engineers' Handbook," 3d ed., McGraw-Hill Book Company, Inc., New York, 1950.)

Fig. 1. Typical piping hookup for pumps serving industrial loads

## The ABC's of Pump Maintenance

By JOSEPH McCABE

"MY PUMPS are as hard to keep going as a yo-yo." That remark was fired at us recently by a drycleaner hit with a heavy load of weekend work.

His trouble, as it turned out, was that he had put in some conveyor lines overhead and to make the installation quicker had lowered his water lines. In lowering the lines he introduced some pipe sags and, in effect, made his water supply climb uphill. Simple thing yet a frequent source of trouble.

Fortunately, today most equipment requiring pumping action to get fluids or liquids flowing is put together as a unit with the pump made an integral part. The result is that all the figuring and worrying (Fig. 1, Table I) the

plant man used to have to do is taken out of his hands.

Once something happens, however, like the incident we just described, the average man is helpless and doesn't know whether he should scrap the old pump, get a new one . . . or just what to do. To our way of thinking, all the drycleaner needs to know about pumps is how to get them operating and how to recognize trouble signs.

### Priming

The major concern is getting the pump primed and keeping it primed. The term priming merely means fill-

ing the pump with liquid to dispel the air that entered when the pump was shut down. If this air is not removed, the pump blades may whirl around and build up enough air pressure so the liquid won't enter the pump. Figure 2 gives a number of priming methods.

Pump manufacturers frequently supply self-priming pumps. The actual ways in which they do it vary from one manufacturer to another. In general, the operation follows the actions of Fig. 2 and in one way or another employs a liquid reservoir. This reservoir holds the priming liquid and serves as an air separator.

Some manufacturers put a reservoir

for the professional dry cleaner who wants to tap  
the full sales potential of a mothproofing promotion



# WALLERSTEIN ANNOUNCES A NEW MERCHANDISING PRO- GRAM TO INCREASE YOUR OVERALL SALES VOLUME AT NO ADDED COST TO YOU

*A Local Prize Contest That Can Be  
Won Only by Your Own Customers*

Although good contests can really boost sales, many contests fail to do this. Because your customers have to wait too long to know who finally wins (and because the winner often lives at the other end of the country), a nationwide contest may not be the best thing for you. Now, however, Wallerstein has developed a contest for you to run in your own neighborhood. It will bring additional customers into your plant. And your own customers *have* to win because you hold your own drawing.

## *Products, Prizes, Promotional Materials—All from Wallerstein*

By tying in with quality mothproofing service based on Wallerstein quality products, this promotion offers your customers the chance of winning a wonderfully appealing prize—at no additional cost to them or you. For with every

multi-unit order\* of Wallerstein's Moth-Mildew-Proofers with Added Deodorizing Action, you get all this free:

- 1) An attractive prize
- 2) Complete instructions for staging the promotion
- 3) A brilliant poster that advertises *only* your cleaning

There is nothing to send for—nothing to write—nothing to send in. *Everything comes with your order.* Ask your jobber or fieldman for full information about this latest effort in Wallerstein's Sales-Savvy Program. *It will help you increase your dry cleaning volume.*



**WALLERSTEIN  
COMPANY**

*Division of Baxter Laboratories, Inc.  
Staten Island 3, N.Y.*

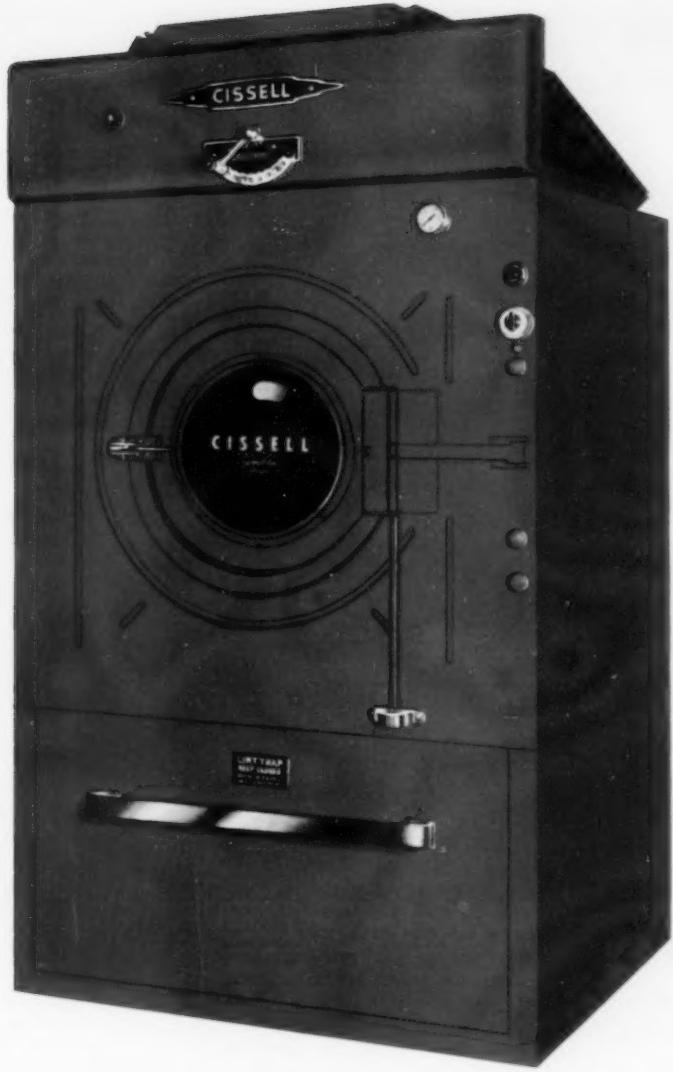
\*Minimum order for prize: Case or 5-gallon pail of grade S-224 or P-2-XX; two 5-gallon pails of P-1-X; or 25 lbs. of 333. Contest legal only where state law permits.

Table II

## CHECK CHART OF CENTRIFUGAL PUMP FAULTS AND THEIR CAUSES

SYMPOTM	POSSIBLE CAUSES OF TROUBLE	SYMPOTM	POSSIBLE CAUSES OF TROUBLE
FAILS TO DELIVER LIQUID	1 Wrong direction of rotation. 2 Pump not primed. 3 Suction line not filled with liquid. 4 Air or vapor pocket in suction line. 5 Inlet to suction pipe not sufficiently submerged. 6 Available net positive suction head (NPSH) not high enough. 7 Height from liquid level to centerline of pump too great. 8 Distance from suction-well liquid level to centerline of pump too small. 9 Difference between suction pressure and vapor pressure too small. 10 Pump not up to rated speed. 11 Total head greater than head for which pump is designed.	PUMP LOSES PRIME AFTER STARTING	1 Suction line not filled with liquid. 2 Air leaks in suction line or through stuffing boxes. 3 Gas or vapor in liquid. 4 Air or vapor pockets in suction line. 5 Inlet to suction line not submerged far enough. 6 Height from liquid level to centerline of pump too great. 7 Distance from suction-well liquid level to centerline of pump too small. 8 Difference between suction and vapor pressure too small. 9 Liquid-seal piping to lantern ring plugged. 10 Lantern ring not properly placed in stuffing box.
PUMP DOES NOT DELIVER RATED CAPACITY	1 Wrong direction of rotation. 2 Suction line not filled with liquid. 3 Air or vapor pocket in suction line. 4 Air leaks in suction line or through stuffing boxes. 5 Suction-pipe intake not submerged far enough. 6 Available NPSH not sufficient. 7 Height from liquid level to centerline of pump too great. 8 Distance from suction-well liquid level to centerline of pump too small. 9 Difference between suction pressure and vapor pressure too small. 10 Pump not up to rated speed. 11 Total head greater than head for which pump was designed. 12 Foot valve too small. 13 Foot valve clogged with trash. 14 Viscosity of liquid greater than that for which pump was designed. 15 Mechanical defects, such as wearing rings worn, impeller damaged, or internal leaks caused by defective gaskets.	PUMP OVERLOADS DRIVER	1 Speed too high. 2 Total head lower than rated head. 3 Either the specific gravity or viscosity of liquid or both different from that for which pump is rated. 4 Mechanical defects, such as misalignment, shaft bent, rotating element dragging, or packing too tight.
PUMP'S DISCHARGE PRESSURE LOW	1 Gas or vapor in liquid. 2 Pump not up to rated speed. 3 Greater discharge pressure needed than that for which pump was designed. 4 Liquid thicker than that for which pump was designed. 5 Wrong rotation. 6 Mechanical defects such as wearing rings worn, impeller damaged, or internal leaks caused by defective gaskets.	VIBRATION	1 Starved suction, because of gas or vapor in liquid, available net positive suction head not high enough, inlet to suction line not submerged far enough, or gas or vapor packets in suction line. 2 Misalignment. 3 Worn or loose bearings. 4 Rotor out of balance, because of the impeller being plugged or damaged. 5 Shaft bent. 6 Control valve in discharge line improperly placed. 7 Foundation not rigid.
STUFFING BOXES OVERHEAT	1 Packing too tight. 2 Packing not lubricated. 3 Wrong grade of packing. 4 Not enough cooling water to jackets. 5 Stuffing box improperly packed.	BEARINGS OVERHEAT	1 Oil level too low. 2 Improper or poor grade of oil. 3 Dirt in bearings. 4 Dirt in oil. 5 Moisture in oil. 6 Oil cooler clogged or scaled. 7 Any failure of oiling system. 8 Not enough cooling water. 9 Bearings too tight. 10 Oil seals fitted too closely on shaft. 11 Misalignment.
		BEARINGS WEAR RAPIDLY	1 Misalignment 2 Shaft bent. 3 Vibration. 4 Excessive thrust resulting from mechanical failure inside the pump. 5 Lack of lubrication. 6 Bearings improperly installed. 7 Dirt in bearings. 8 Moisture in oil. 9 Excessive cooling of bearings.

Continued on page 70



**REJECT** How does this dryer look to you? Good? Well, it is good—it's perfect in every respect mechanically. But still it was rejected by Cissell quality control. And why? Simply because in this instance the electrical wiring diagram had been pasted on the back up-side-down.

A simple thing—easily corrected? Of course. It takes only a matter of seconds to paste a diagram right-side-up. But this minor rejection proves a point perfectly. Any little fault is big enough to send a Cissell Dryer back for correction.

This superior degree of quality control is one more reason why Cissell Dryers are best . . . why in this country and abroad Cissell Dryers are the most popular for initial purchase, the most often selected for dryer replacement. For more information *consult your jobber*. W. M. Cissell Mfg. Co., Louisville, Ky. Pacific Coast Office, 4823 W. Jefferson Blvd., Los Angeles.

CISSELL

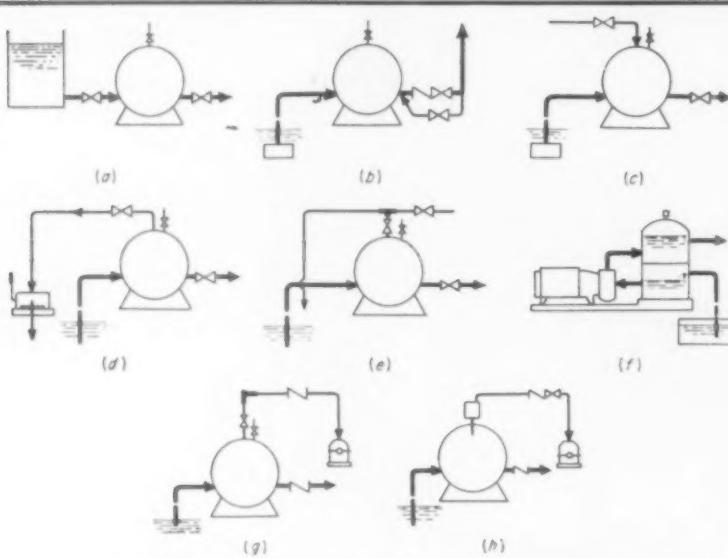


Fig. 2. Eight priming methods which may be used with many types of pumps



Fig. 3. Chart for determining economic pipe diameters. (Perry, "Chemical Engineers' Handbook," 3rd ed., McGraw-Hill Book Company, Inc., New York, 1950)

## THE ABC's—

*Continued from page 68*

on both the inlet or suction side of the pump and on the outlet or discharge side. In this way liquid is circulated from the discharge side to the inlet side during the priming operation. Automatic valves or the incoming water movement from the supply line stops the circulation completely. There are some pump designs, however, that circulate this priming liquid all the time the pump is running.

The auxiliary equipment for pump priming includes ejectors, vacuum pumps, used in hookups like those shown in Fig. 2. With a flooded suction (a), opening the casing air-vent petcocks and the suction gate valve allows the incoming liquid to push the air out of the casing. A bypass around the discharge check valve (b) allows use of the liquid in the discharge line for priming of the pump. The foot valve (c) holds liquid in the suction line and may be augmented by an auxiliary liquid supply.

The separate pump (d) draws air from the casing of the main pump to give a priming action. Or an ejector (e) may be used to do the same job. A priming tank (f) holds a supply of liquid large enough to establish flow through the pump on starting. Vacuum pumps (g and h) are manually and automatically controlled to prime the main pump.

### Discharge piping

From the standpoint of the pump, the most important factors in discharge piping design are pipe size, liquid velocity, length of run, number and type of fittings, and general nature of the piping layout—whether it is fairly straight or contains a number of bends, loops or offsets. Also, over a period of time, it is important to know if the liquid handled is coating the inside of the pipe and reducing its internal diameter. If this occurs, the frictional resistance of the pipe will increase.

**Pipe size:** With few exceptions, the aim in designing a piping system is to secure the flow rate desired at the lowest over-all cost. The initial cost of the pipe and fittings is directly proportional to the pipe diameter. So, likewise, are depreciation and maintenance. The cost of pressure drop (i.e., the cost of pumping) is, however, inversely proportional to the diameter. So an economic balance can be struck, by proper analysis, at the diameter which will give the minimum sum for the initial, operating and pumping costs.

Figure 3 can be used to determine the most economical diameter for a pipe in a pumping system when the liquid flow rate and density are known, and turbulent flow exists. When using this chart it is more economical to select the next standard pipe size above the actual diameter determined because standard sizes are cheaper and more readily obtained than special sizes. But it is worth while to note that in some instances pumping conditions, pipe size and other economic factors combine to make it desirable to use a special diameter.

### Special problems

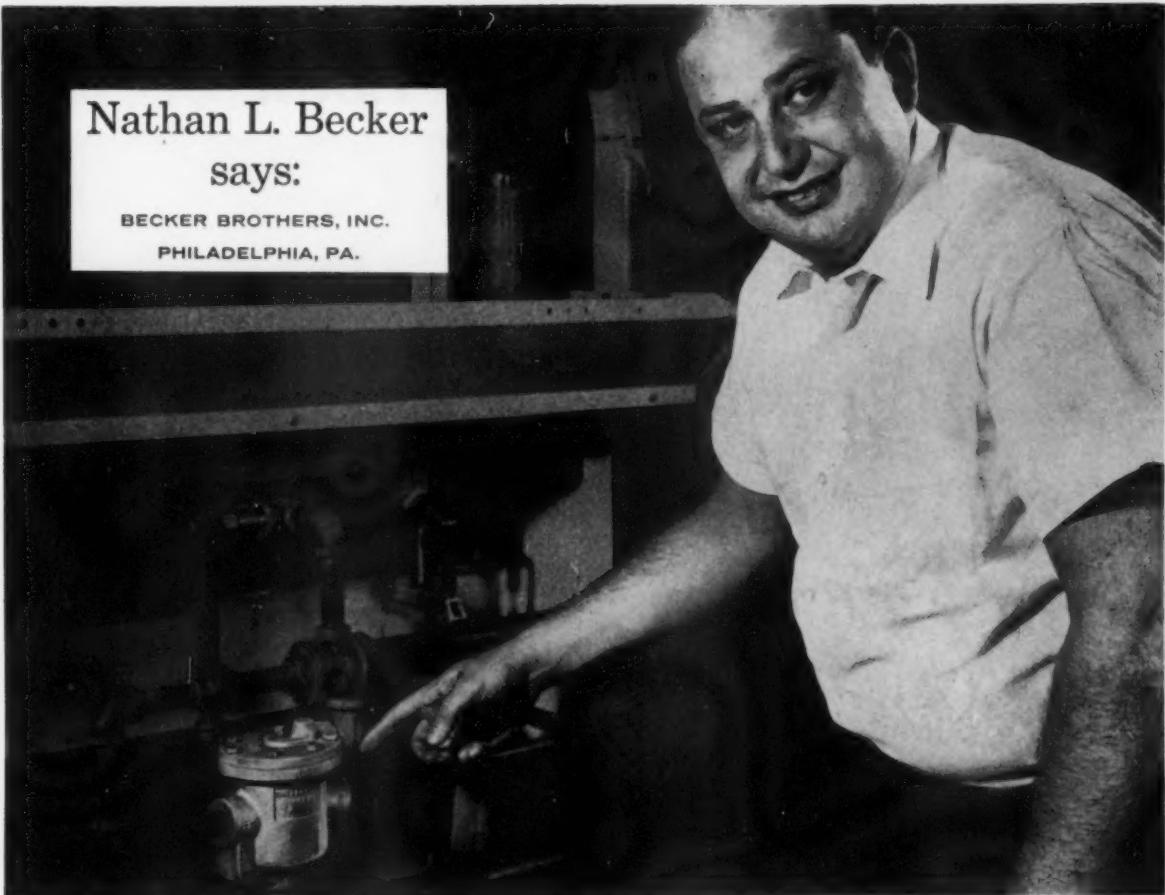
In the case of volatile liquids, priming can be a ticklish job. The liquid itself can flash from liquid to gas and put into your pump the same conditions that unremoved air can cause. We would suggest, as the best way to insure against flashing, carrying an auxiliary source of the liquid and holding it as cold as possible.

Recirculation of a part of the liquid being handled helps to keep the pump from becoming overheated at light loads.

Table II gives a comprehensive check list for pump trouble shooting.

Nathan L. Becker  
says:

BECKER BROTHERS, INC.  
PHILADELPHIA, PA.



"Quality finishing demands trouble-free performance—specify UNITED!"



It takes dependable replacement parts to keep the best equipment operating at peak efficiency. That's why Nate Becker recommends UNITED Steam Traps exclusively to more than 200 laundry men and drycleaners served by Becker Brothers in the Philadelphia area.

UNITED Steam Trap #850 is *precision-engineered* to save you money on costly repair bills and press downtime. Each unit, constructed of rugged cast iron, has a built-in, long-life strainer and bucket that are easily accessible for cleaning and quick interchange without disengaging the trap.

*You can avoid future trap trouble* by specifying a time-tested, industry-proved UNITED Steam Trap the next time you replace. Order from your nearest UNITED dealer or write for complete information!



Write for free  
UNITED  
pamphlet,  
"More Steam  
For Trouble-Free  
Press Operation."



**UNITED BRASS WORKS, INC.**  
Department RP-11  
Randleman, North Carolina

"50 YEARS OF SERVICE TO THE LAUNDRY AND DRYCLEANING INDUSTRIES"

*the Adco Look.....*



# ...is the **QUALITY** Look!

*Adco*

*first helps you obtain top quality cleaning*

with their famous **Miracle Method of Cleaning**. **TRIPLE X DRI-SHEEN** for petroleum and **PERK-SHEEN** for perchlorethylene, are double strength, water-white in color, completely soluble in solvent, therefore, are not removed by **KLEAN**, Adco's Triple Strength, **Vegetable-type** carbon. They contain no non-volatiles that must be removed. These detergents, being completely soluble, enable you to use sufficient **Klean Super Activated Carbon** to keep your solvent in top condition, water-white and pure at all times, yet you lose no soap through the use of Klean. A 1% charge of water white Adco Size, which is also completely soluble, produces the ultimate in drycleaning. Result: "TOP QUALITY CLEANING", NO LOSS OF DETERGENT OR SIZING, AND SOLVENT STAYS IN PERFECT CONDITION. THESE RESULTS CANNOT BE DUPLICATED WHEN OBSOLETE MINERAL TYPE CARBONS ARE USED!

*Adco*

*helps you merchandise*

this quality cleaning to your customers by **Four Outstanding Merchandising Programs**. Contact one of our 65 trained drycleaning technicians to first install the Miracle Method on a Guaranteed Basis and **prove** through the use of swatch tests **The Superior Quality of Cleaning**. Then they will furnish you with merchandising aids at cost to help you **Sell This Quality** and keep your prices stable and produce new business!

## **WE DEFY...**

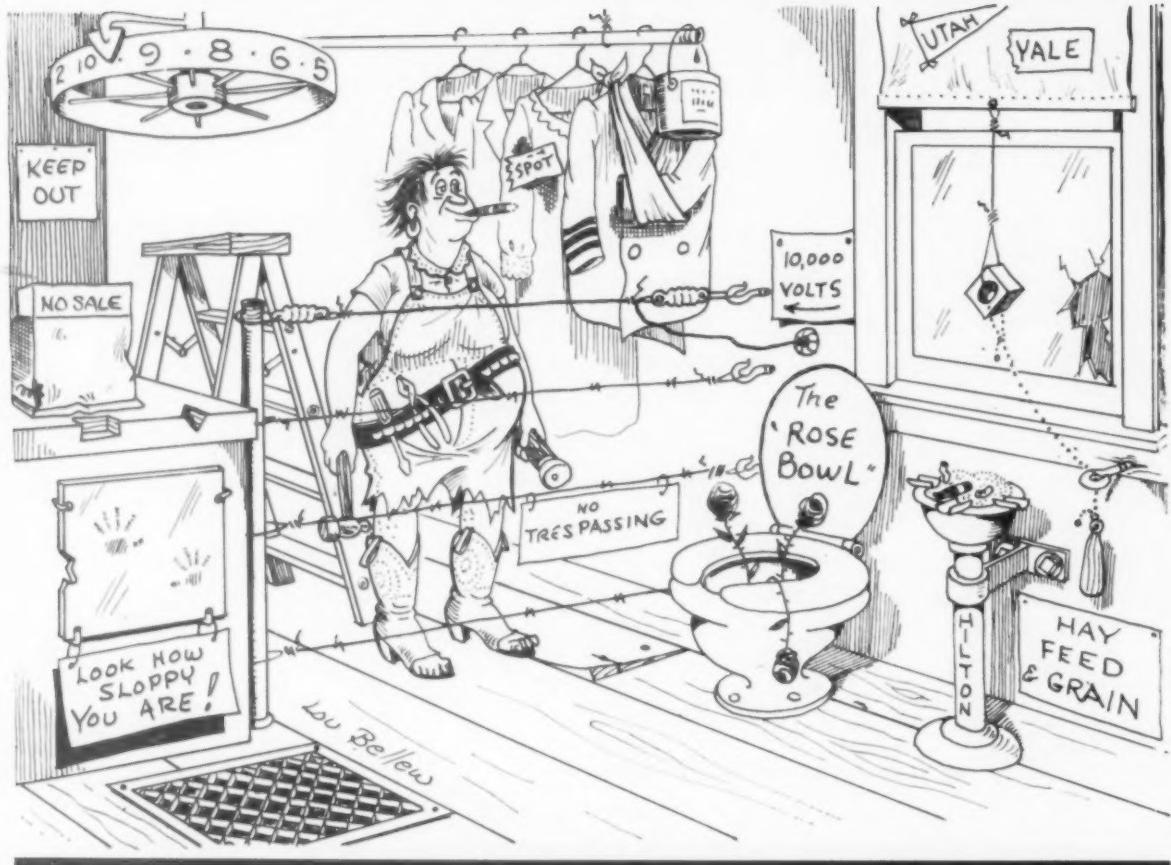
any process or any method to equal Adco's **Quality, Economy and Merchandising Programs**. Make us prove this in your plant at no cost to you until satisfied. Save up to 30% on cleaning room supplies and 15% on your finishing costs. **MAKE ADCO PROVE IT!**

*the Originators of  
No Rinse Quality Cleaning*

*Adco*

MANUFACTURING CHEMISTS SINCE 1908  
**ADCO INC., SEDALIA, MO., U.S.A.**





## The ideal call office—or a potpourri of ideas picked up through the years—Part II

**Exclusive!**  
**ANOTHER**  
**"FIRST"**  
in National

By LOU BELLEW

Here's the second of a series by Staff Philosopher Lou Bellew, summing up various phases of the drycleaning industry as he sees them from the vantage point of 15 years as our Ramblin' Reporter. Future dissertations will appear from time to time as inspiration strikes (plus headquarters pressure). Readers who would like to get their ideas into the act are invited to send them along—but they may be sorry!

CALL OFFICES can be real ginger-peachy fun to work in, or they can be drab, as one of California's leading drycleaners puts it. A plantowner in Phoenix, Arizona (that's east of California and near Tucson, Arizona) says a call office can be so friendly and

exciting that a customer can hardly wait to throw Pablum or cider or something on her husband so she can bring his suit in again. And you know that will increase business at this time when we need it.

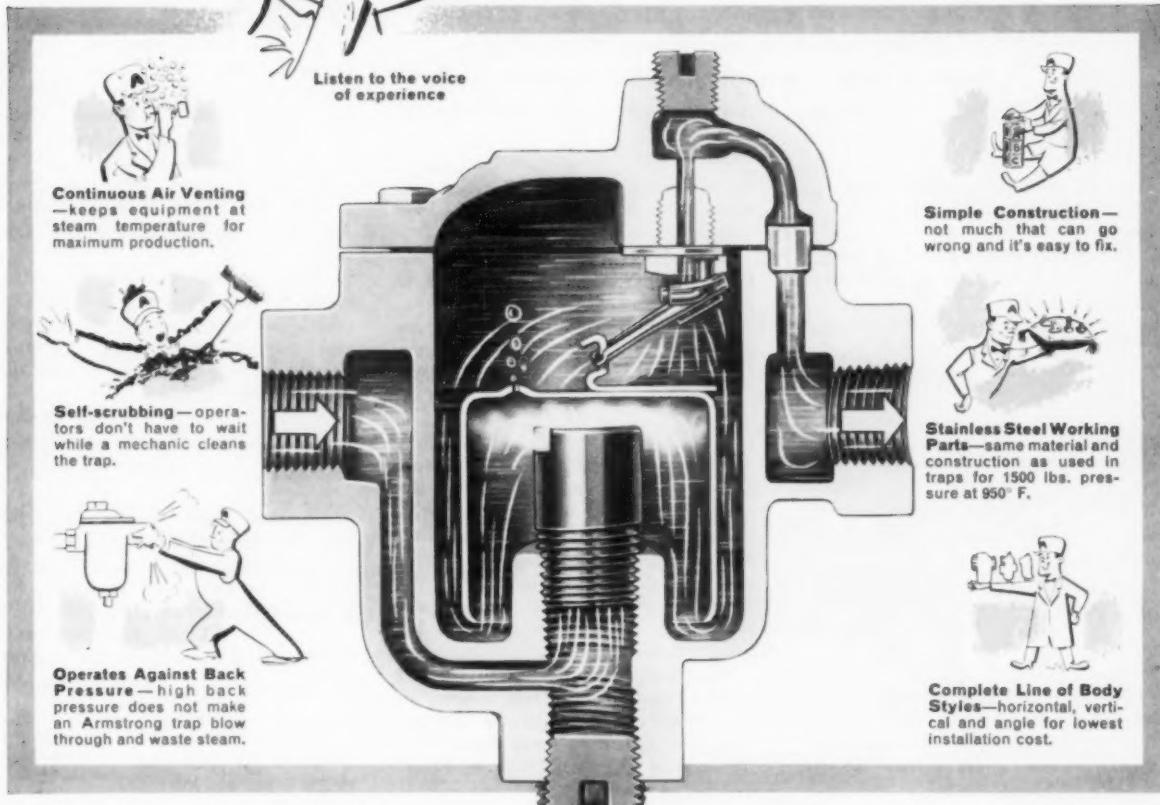
It is especially important today

when the new sympathetic fabrics and cloth are starting to appear in our leading variety stores. (This will be discussed further in another article. The sympathetic fabrics, not the variety stores.)

For instance, talented employees can often get you a lot of attention. Which brings to mind the attention one key employee is getting for an Ohio plant. Her name is Elsie, and she is plant engineer. You can call her Elsie all day and she won't answer, because she likes to be called Henry, for some reason. Of course this adds to the customers' fun and excitement because they call her Elsie just to hear her swear. In fact, people come from as far away as Akron just to look, and they walk away shaking their heads in disbelief.

Lots of people get the idea at first  
*Continued on page 82*

# What Armstrong Steam Trap features mean to YOU!



Armstrong Trap design and construction assure continuity of operation and long life with minimum maintenance . . . providing you with more trap-hours per dollar of investment.

Armstrong Traps give you the most work out of your fuel dollar, give you fast heat-up, complete condensate removal, ample air and CO<sub>2</sub> venting without the danger of steam leakage. On overall trap performance, year-in and year-out, nothing beats the Armstrong Inverted Bucket Trap. It's a rugged well-built trap that does *more* things better than any other trap. It's guaranteed because it's been proven.

For more details, see your Armstrong Representative.  
*P.S. Like some good meaty reading? Ask for Bulletin 275.*

Bulletin tells how Armstrong Steam Traps can help you. Gives recommended trap sizes for all your machines; also Armstrong Trap prices and physical data.



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## IN MEMORIAM

*In place of our usual page of letters to the editor, "The Customers Always Write," we are printing this month excerpts from some of the many letters, telegrams and cables received by Art Schuelke's colleagues upon his tragic death in the plane accident of December 16, 1960. Coming from all segments of the drycleaning industry, they seem to us the tribute that would have been most pleasing to Art, who found his incoming mail one of the most enjoyable features of a job he loved.*

It was such a terrible thing that it is still hard to believe it could have happened...

Please call on me if I can be helpful in any way, or if any of our people can be.

J. M. CHISHOLM, General Manager  
Emery Industries, Inc.  
Sanitone Division  
Cincinnati, Ohio

Needless to say I was shocked and deeply saddened at the news of the tragic death of Art Schuelke... There is absolutely no question but that Art was one of the brightest lights in our industry...

ROGER N. CONGER, President  
Hammond Laundry-Cleaning  
Machinery Co., Inc.  
Waco, Texas

I would like you to know that I have been sharing with you and the rest of the staff of THE NATIONAL CLEANER the great sorrow of Art Schuelke's tragic death.

Art and I had become very good friends as through the years we had worked together on various writing projects and lecture engagements. I suppose some friendships are developed through social contact but ours came about almost entirely because of a common interest in the industry which we both served...

The last letter I received from Art he ended with the hope that he would see me at the convention in Philadelphia. I may not be able to make it, but I am very sure that Art Schuelke will be there in the memory of thousands of drycleaners as they pass by the booth of THE NATIONAL CLEANER...

CORT ANTONSON  
Concord, N. H.

We express our sincere regret upon the passing of Arthur F. Schuelke who was known to many of our members

as editor of your publication and through his other activities in the drycleaning industry.

Our officers and members join Arthur's family and associates in their great sorrow.

R. FRANKLIN WELLER, Secretary  
Launderers and Cleaners Association  
of Rhode Island  
Providence, R. I.

It is with a deep sense of sorrow and feelings of loss that we read the casualty lists this morning of yesterday's terrible tragedy and noted that our friend, Art Schuelke, was one of the victims of that holocaust. We would like to express our deepest sympathies to his family and to his business associates.

We enjoyed so much his recent articles on subjects of real concern to the industry with which he was associated, and our convention plans included a chat with him at Philadelphia this winter.

GALE BLEASDELL, President  
hi-Tone Soap Company  
Randolph, Neb.

All of us at Ajax were shocked to learn of Art's tragic accident.

On my last trip to New York I had a note to visit with Art and see the new offices. Unfortunately, he was out of the city at the time I came to the offices, and I didn't get to see him...

We want to express our sympathy to you and the members of your firm on the loss of such a wonderful, hard-working industry leader.

N. L. STRIKE  
Ajax Pressing Machine Company  
Salt Lake City, Utah

...To me Art was not just an editor of your national magazine, not just a close personal friend, but really

and truly the Humanitarian and Emancipator of our industry. It was always so good to see his friendly face at the many conventions we attended together...

I, as national vice-president of the Alumni Society of the National Institute of Drycleaning, remember well the honorary membership that was bestowed on him just last summer for the tremendous work and effort he gave to the Alumni Society...

Another group that loved him very much was the Maryland-District of Columbia & Virginia Laundry Owners' Association. Mr. Balderson, the executive secretary, many times invited Art to speak with this group because of the tremendous abilities Art had in delivering important data to the industry.

There are many many other conferences Art reported to your magazine which in turn reached the country and foreign lands. Many personal friends in Europe have written me praising these articles...

RICHARD O. FRAHM  
Vice-President, NID Alumni Society  
Washington, D. C.

We note with extreme regret the tragic loss of Art Schuelke.

The industry has been well served by Mr. Schuelke and therefore, his loss is suffered by us all...

C. W. HIGGINBOTHAM  
American Mothproofing Company  
St. Louis, Mo.

The untimely and unfortunate death of Mr. Schuelke was a severe shock to me and my sons.

We shall miss our association with him and join with his many friends in extending our deepest sympathy.

LEON TEICHNER, President  
Almore Dye House Inc.  
Chicago, Ill.

The saddening news of Art Schuelke's tragic and untimely death came as a great shock to me and to the other people here who knew and liked him so well.

My heartfelt condolences go out to you and the others who had worked closely with Art, and of course to his stricken family.

Art was without a doubt the most respected man in the drycleaning field. His rare acumen in making accurate, up-to-date appraisals of the drycleaners' problems, and his ability to see both sides of any issue in arriving at their possible solutions will,

*Continued on page 108*

# Never before..a press so fast, so easy to use, as the American Concord

Never before a press with such lightning-fast action—such convenient controls—and such effortless operation! Test the Concord yourself and you'll know why we say it's the fastest, easiest-to-operate and easiest-to-maintain dry cleaning press on the market.

What's more, wonderful things will happen when you install Concord Presses in your plant. You'll see your operators immediately begin to turn out finer quality work at higher speeds than ever before. Most important, you'll see your volume and profits boosted to new highs!

You owe it to yourself to try the Concord soon! Call your nearby American distributor or mail the coupon for complete information.



## Call us today!

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Division of The American Laundry Machinery Company  
Cincinnati 12, Ohio

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Cincinnati 12, Ohio

ACE-29N

Send complete information on the Concord air-operated dry cleaning press.

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**Honored:** Dwight Alquist, president California Drycleaners Association, and Steve Carroll, vice-president NID, present plaques to members of LADS Club for outstanding contribution to 1960 CDA convention. Receiving plaques are: "Doug" Ramsey, Warco Laboratories; Nevin Miller, Goss-Jewett & Company; and "Bud" Jones, Francis Boiler Company

## California drycleaners hold quarterly meeting

FOR THE CALIFORNIA Drycleaners Association quarterly meeting, 165 registrants met at the Stardust Hotel in San Diego December 3 and 4. Many annual conventions in other states attract fewer delegates, but the Californians see nothing unusual about this size turnout for a sectional meeting.

Saturday was a full day of business sessions, primarily devoted to committee reports and at most meetings sparsely attended. However, it seems traditional at a San Diego quarterly

meeting that everyone attends, and the meeting room was usually packed.

Perhaps of most interest was the discussion by Bill White and Robert Willemin on the RCA Whirlpool coin-operated drycleaning equipment program, also on Norge coin-operated machines. Diagrams and drawings of the proposed equipment were shown to explain the action. Both speakers assured the drycleaners of their company's wish to keep the new coin-op equipment in the hands of the drycleaning industry. Those present were

also assured that present cleaning volume would not be disturbed by the machines and that coin-op installation would actually draw from new markets.

Noon Saturday was the occasion of a style show for the ladies under the guidance of Bill Crafton of Lewis Cleaners in San Diego, while Lou Bellew of THE NATIONAL CLEANER acted as MC at the Allied Trades luncheon. Sunday wound up the meeting with a morning clinic on finishing at Mission Cleaners.—Lou Bellew

## MEA blueprints future of drycleaning

ANOTHER REAL SKULL session by the American division of The Management Engineering Association (its twelfth annual conference) was held to discuss industry trends, developments, and what to do about them. This time the meetings were held in Rochester, New York, November 3-5. Rolfe Scofield, Jr., of Crescent-Puritan Laundry, Inc., Rochester, acted as official host.

Max L. Hall, managing executive of the group, keynoted the program. In the opening session he said that the general outlook for drycleaning is

good. Other businesses are generally off but our industry doesn't travel through the cycles of other industries, said Max.

Member plants of the MEA are up from 5 to 25 percent this year. However, we are facing future technological problems and our market is changing, Max further stated. The "blue collar" worker is becoming our mass market. The skilled factory worker or mechanic makes as much or more as the white collar people.

According to Mr. Hall, there is a chance that cleaners may be oversold

or overloaded by the advent of coin-op drycleaning equipment. He said that there are still some bugs to be ironed out in these units, such as lack of stain prespotting, the problems with belts, buttons and plasticizers.

There is a strong chance, he fore-saw, that outside investors will get into this field. Yet this is far from the complete answer to drycleaning. In four or five years we may have supersonic cleaning. On the laundry side, the outlook is not the brightest for family laundries. The picture, however, is strong for institutional, indus-

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## MEA blueprints future of drycleaning—continued



**Ken Roberts accepts the chairmanship of the board of directors of MEA, succeeding Ted Bowers, former NID president. Ken operates Rapid City Laundry and Cleaners, Rapid City, S. D., and is also director of District #6 for the American Institute of Laundering**

trial, linen supply and related phases of that industry.

Max reported that MEA plants' route sales are up. Branch stores are down and he expects them to continue that trend. Plant store volumes are up. The same thing applies to regular drycleaning services although there seems to be some leveling off of premium or "orchid service."

Among member plants household sales are going great, storage is growing, and so-called free wool storage is increasing. Shirt laundering sales have leveled off, possibly owing to competition diluting the business, said Max.

On the production side he strongly recommended using pre-assembly. A member plant in Detroit is doing a great job on this. (Small wonder, since Detroit is so close to Canada, in which country this has had excellent acceptance for years.—EDITOR)

He also strongly recommended the quality control program sponsored by the Bureau of Laundry and Drycleaning Standards in Washington, D. C.

Still on the subject of production, Mr. Hall foresaw no radical change in methods of silk finishing, but predicted that steam-air finishing of trousers is bound to come. He said that Federal minimum wage laws would be here next year at \$1.15 per hour or possibly \$1.25.

There are definite opportunities for expansion in the direction of package plants. MEA members follow his thinking that they shouldn't grow in the direction of large plants of \$300,000 and over. Capital for such expansion will be put to better use by going into smaller plants.

He further stated that the MEA plants that spent more on advertising had the greatest gains. Apparently the best way to face the future is to turn out a quality job and advertise it aggressively.

**Host Rolfe Scofield, Jr., confers with Max Hall, managing executive of MEA**



As usual, the entire three days were devoted to work sessions, morning, noon and night. Each of the 28 conferees reported his financial statement analysis. This, incidentally, is one of the major strengths of the group. No one holds back sales figures, production or advertising promotion ideas, or information on any other facet of the business. The meetings are truly a clearing house of ideas.

Larry Callander of Callander Cleaners, Newark, Ohio, reported on the installation of coin-op drycleaning equipment in one of his firm's outlets. The installation was made just a day or two before the conference so no results of customer acceptance were then available. However, he did explain the workings of the unit and the construction requirements needed to make the installation.

The firm had to build the units into a separate room to keep any possible perch fumes from seeping into the coin-op laundry in the building. If this happened the gas-fired tumblers would disintegrate the clothes.

Other members reported on their varying degrees of success with on-location rug cleaning. Those that pushed it and drummed up business in motels, funeral homes and the like were very happy with the results.

While the average MEA member certainly isn't old (by my standards), it was refreshing to see members of the next generation present, full of excellent ideas. Jim Bowers was one of them, representing Parisian Cleaners,

Inc., of Lynn, Massachusetts. He has taken over for his dad Ted Bowers, former president of the National Institute of Drycleaning. Another was Jim Plymate of Plymate, Inc., Shelbyville, Indiana.

Among young Bowers' excellent comments were these: "We have to look ahead 20 years. Marketing myopia and shortsighted business thinking must be eliminated. That's what caused the railroads to let other firms beat them out. The railroads should have been in the *transportation business*, not railroading. We should plot our own obsolescence, always seek something better. We must get customers oriented and give them what they want—not just concentrate on our product or service." Pretty sage advice.

Jim Plymate said he chose this field because it offers a real challenge, especially in the area of sales and promotion. He prepared himself for this by spending a couple years selling for a major oil company.

He said we must create a winning attitude. Quoting baseball pitcher Vernon Law, star of the Pittsburgh Pirates, he said, "If you don't play to win, why keep score?" That aggressive, positive attitude will take him far in our industry.

Unfortunately, space doesn't permit a complete report of what the other industry leaders reported. Suffice it to say that the whole session was up to par. In other words, it was another outstanding meeting.—Art Schuelke

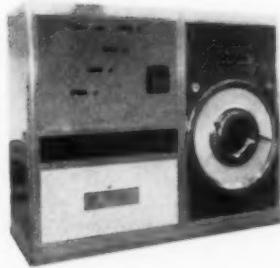
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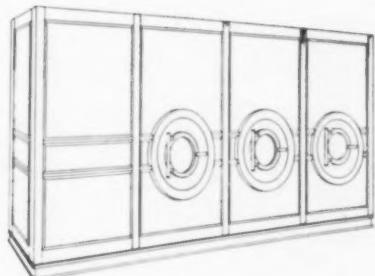
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MARK 30...the magnificent full automatic switches from professional to coin-operated in a second. Electric or Steam.



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MARK 12 THUNDERBIRD...the tandem-mounted, 3 unit Coin-Op that has complete filtration, distillation... everything for professional cleaning.

advanced electro-mechanical engineering with new industrial program controls • the only compatible design for electric brain operation • simplest installation ever • complete filtering, distilling, solvent recovery, cooling, thermostatic controls, etc., all built-in • 64 sq. feet filtering area • world-patented automatic rotary filter • encased oil-bath still • open-pocket • forward and reverse action wheel • single or 2-bath method.



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# Allied trades meet in Florida



Program Chairman A. P. Stetser with Committeeman J. L. Mayberry prepare to hand out silver dollars to several hundred regular attendants at business meetings.

THE BIG ANNUAL meeting of the Laundry and Cleaners Allied Trades Association was held November 16-18 at Hollywood Beach, Florida. The attendance of approximately 350 represented the leading manufacturers and distributors of equipment and supplies presently being sold to eight different divisions of the textile maintenance industry.

Emphasis at the meeting was placed on selling products on their merits rather than using gimmicks, giveaways or other considerations which would not contribute to the product's quality or the firm's service to the purchaser.

The business program was devoted to a wide range of subjects including drycleaning and laundry coin-ops, industry exhibits, distributor-manufac-

turer relations, results of operating cost surveys, better industry credit conditions, more effective selling and marketing, public relations, publicity and advertising, and other major programs of national customer associations.

## Star speakers

Presidents Ray Vermeers of the National Institute of Drycleaning, W. E. Hawk of the American Institute of Laundering, Robert J. Dobson of the National Association of Institutional Laundry Managers, and Herbert K. Beshar of the National Institute of Rug Cleaning were among the principal speakers. Nationally known inspirational speakers were Dr. Charles E. Irvin of General Motors, who gave a splendid talk on "Hi-Fi-Sellity," and Dr. Clem E. Bininger of the Fort Lauderdale Presbyterian Church, who inspired the delegates with his excellent talk, "Living Without Fear or Worry." The convention was thoroughly entertained by the Tarheel humorist, Edmund H. Harding.

The group elected the following officers: Carl S. Hulen, president; L. S. Smith III, vice-president; John K. Clement, secretary; Nils S. Dahl, treasurer; and William J. Bucklee, assistant treasurer. # #

## IDEAL CALL OFFICE—*continued from page 74*

glance that Elsie is trying to dress like Daisy Mae in the comic section, but this is not true. It's just that the legs of her overalls keep getting caught in the sprocket of her motorcycle. From her fancy boots it is apparent she is a Texan, although she is always saying there would be no such state if the Alamo had had a back door. She thinks this is funny and laughs when she says it. She laughs a lot, except when someone calls her Elsie.

She claims the boots originally belonged to Gene Autrey. The tops are still good but she's worn the toes off them kicking the shaker-bar on the plant boiler, which causes her 12 toes to get mighty chilly these cool mornings. Another habit she has is wearing a cartridge belt to carry her working tools. The plantowner had to take her six-gun away because her hair-trigger

temper matched the hammer mechanism of the gun. (How's that for a joke?) Actually, it sure adds to a mighty military bearing when she stands at attention in the office around closing time, as a safeguard against robbers and crabby customers.

### Heads I win . . .

From Nevada comes the idea of a "roulette wheel" made from a discarded cultivator wheel. Suspended from the ceiling, the rim is tastefully lettered with red numbers on a touching background of yellow paint. Customers are asked to go double or nothing for their cleaning orders, while Elsie goes up the ladder and gets the wheel spinning. The money-making potential is apparent, considering the customer will always pick 7 or 11 . . . and these numbers are

not even on the wheel! If she does win, the plantowner can legally yell out for best two out of three, and go on from there.

Another money-making device is the electrically operated cash register. Any used register will serve the purpose, as long as only the bell will work when a key is pressed. It sounds very impressive, especially since the plant lights dim every time it works, because of a faulty connection. For an added touch a little puff of smoke pops out whenever the drawer flies open. Best of all, if the mechanism is loused up enough, it will subtract each sale from the total of the previous transaction. The tape then is guaranteed to drive the internal revenue men out of their cotton-pickin' minds each year.

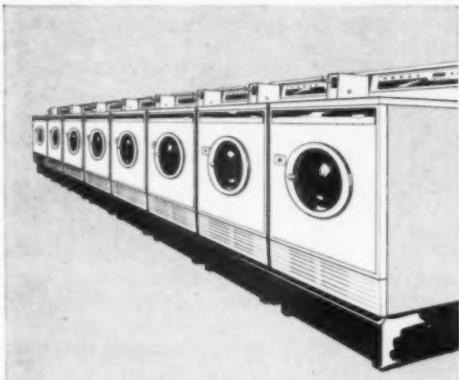
For very little money, an electric stock fence is most effective for keep-



JUDSON S. SAYRE, chairman of the Board, Norge Division, Borg-Warner Corporation, and "father" of the automatic washer industry . . .

# "I URGE EVERY DRYCLEANER IN AMERICA TO SEIZE THIS CHALLENGING NEW PROFIT OPPORTUNITY"

JUDSON S. SAYRE, Chairman, Norge Sales Corp.



Norge self-service, 50-minute cleaning  
is easier than washing

**Self-service drycleaning**, combined with self-service laundering, is the rapidly expanding development in the cleaning industry that offers solid opportunities for growth and profit.

After seven years of development and testing—in association with Norge's parent company, Borg-Warner Corporation—Norge is today manufacturing the automatic equipment for coin-operated, self-service drycleaning.

Consider these basic facts: Although Americans are spending at the rate of \$1,900,000,000 a year for commercial drycleaning, family closets are full of garments that seldom or never make a trip to the drycleaners. A vast backlog of drycleaning—including such cleanables as drapes, spreads, and fine woolens—has been waiting for an inexpensive, "wait-and-wear" cleaning process.

That process is now here. With it, Norge is offering a complete package program—its profitability proved, in 1960, in actual location operations—for the financing, design, and operation of "Norge Laundry and Cleaning Villages."

Norge is prepared to answer all your questions. Write, wire, or telephone.

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Norge Sales Corp. is a subsidiary of Borg-Warner Corporation

## ARE YOU RUNNING HALF A BUSINESS?

You are if you don't have a storage vault. What used to be a sideline has become a standard part of the drycleaning business—and a highly profitable one. Cleaners all over the country have proved that a good vault brings a higher return for each dollar invested than any other new equipment you can buy.

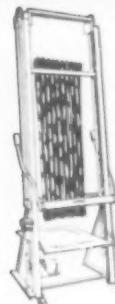
Haertel Vaultmaster packaged units give long years of economical, trouble-free service. They provide all necessary controls automatically: *humidity, temperature, fumigation and ventilation*.

Join the money-making Haertel parade. Write or call today.

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### FAST

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### EASY TO OPERATE

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### EXTRA PROFITS

You receive extra profits from this additional service to your customers. The Pleat-A-Drape pays for itself several times in one drapery cleaning season. Only 3 ft. x 4 ft. of floor space is required for this sturdy built, efficient, fast, economical machine.

Write for complete information  
(Jobber's inquiries invited)

**VANBAR**  
COMPANY  
519 N. Monroe St. Decatur, Illinois

## IDEAL CALL OFFICE—continued from page 82

ing people from snooping around in the back of the plant and learning your secrets. (Pretty soon everyone in town will be opening their own plant!) Barbed wire is a good security measure, too.

What appears to be a heat register in front of the counter is actually a chance to salvage any change a customer may drop. This is a real profitable thing if you make a habit of rolling each coin across the counter to the customer as you make change. If the customer insists on recovering her change you can tell her there are snakes under the floor but she can crawl under from the side of the building if she wants to. (Even the most loud-mouthed woman will generally settle for 25 cents on the dollar.)

Lots of laughs are guaranteed in a call office if you can tie in with local events. In this case the local fire chief's uniform is always hung up front with the left sleeve done up in a sling. This reminds everyone of the time three years ago when the chief broke his arm jumping out the window of his own apartment one night when his wife, in a joking mood, cried out: "There comes my husband!"

### Who belongs to what

One plantowner worked out his own identification system in order to save the cost of tags and pins. He uses nails. Big ones for men's wear and small ones for ladies' stuff. For instance, there are 26 letters in the alphabet. Right? If a man's name is Carter, that's the third letter. Just stick three nails in a pocket. If there is more than one name in the washer load with the same last initial, then add an object that suggests the man's occupation. As an example, if the second man's name is Corwin and he's a dentist . . . put three nails in a pocket, and a tooth. If the third man's name is Casey and he's the local milkman . . . add three nails and a bottle cap. They use a short cut to identify the local banker . . . they pin a dollar bill in the pocket. (Saves on nails.)

Damage claims can be kept at a minimum if you know the law. You may have noticed the dress tagged with the word "Spot" . . . you aren't responsible if you didn't do it. And it isn't your responsibility if an employee happens to spill Coke on a garment . . . as happened in this case. (It helps, of course, if you're a Justice of the Peace.)

If ever you've wanted to replace a broken window at no cost, you'll love

this trick. Tie a heavy nut or bolt on the pull-cord of the window shade and run a line down to a bright-colored handle that is close to the floor. Then the next time a customer comes in with a little kid you start saying "Ding ding! Ding ding!!" If the kid is halfway smart he'll think you're trying to play streetcar with him and he'll pull that handle before his mother knows what's happening. She'll pay for the window . . . she won't go to court.

There's a plant in North Dakota that has gained a lot of prestige over the years with a bathroom item that some people refer to as a commode, or something like that. This was the result of some high jinks during the 1923 plumbers' convention . . . Someone threw it off the train as they were leaving town. It lay out in front of the plant for about eight years, and was something for the kids to tip over on Hallowe'en. (It's a great town for doing things like that for the kids. Keeps them out of big trouble.)

Well, one thing led to another until the flood of 1931 when it wound up inside the call office, and since it was too heavy to move they just left it there. Besides, it gave the place a lot of prestige because it was the only drycleaning plant in town with indoor plumbing of this kind. It certainly got the plant mentioned a lot in local conversations, you can bet.

Interest in recent years had begun to die down, even though the owner spent a lot of valuable time keeping it well polished. About the only time anyone noticed it was if they stepped in it or fell over it. Even painting it in bright colors didn't get much reaction. The only revenue from it came one winter when he had the time to con the little tykes into believing it was a wishing well so they'd toss in pennies. About the only thing it attracted was dogs that wanted a drink. Little dogs were no trouble, but the big ones drank too much and it took time to refill it with water.

Finally a drummer came through selling fatty acid and suggested he call it the Rose Bowl and plant roses in it. This he did, and for some reason everybody laughed like crazy. Then one day one customer offered another a "seat at the Rose Bowl" and both of them nearly had hysterics.

Since then the plantowner is getting all the laughs himself, simply by offering every customer a seat at the Rose Bowl. For some reason, though, he reports, people seem to laugh a lot louder at the stunt about the last couple of weeks in December. # #

# Dry Cleaners who use AMSCO Solvents lead the good life



## here's why

**They have more business.** AMSCO quality-controlled dry-cleaning solvents insure perfect cleaning, without leaving any after-odor. This means more steady, satisfied customers — a bigger business.

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costs and increasing profits.

**They get quick service.** AMSCO dealers deliver what you want, when you want it, where you want it.

**They get lots of help.** AMSCO has 36 years' experience working directly with the dry-cleaning industry. AMSCO representatives are ready to give you any help you need based on this experience.



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If you'd like to lead the good life using AMSCO Solvents, clip this coupon and send it for the name of the authorized AMSCO dealer nearest you. Do it now.

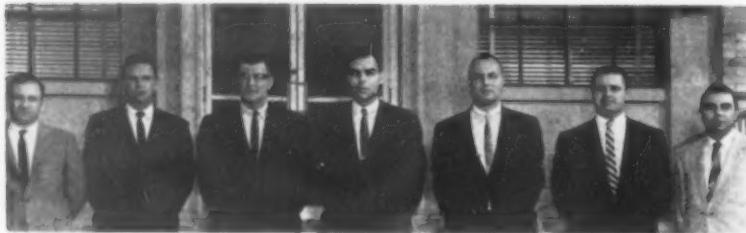
Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# N.I.D. ACTIVITIES



**Associate Graduates:** These seven students recently completed the 14th week-long educational conference for associate members of the NID.

Graduates shown are, left to right: Jack Klein, Sterling Supply & Equipment Corp., Philadelphia; Roy W. Forrester, Wallerstein Company, Staten Island, N. Y.; John L. McGee,

Worum Chemical Company, St. Paul, Minn.; Stephan Sobel, Dixo Company, Inc., Rochelle Park, N. J.; David Marshall, Kliegman Brothers, Inc., Brooklyn, N. Y.; William Newman, Columbia Southern Chemical Corp., Pittsburgh; Steve Farmakis, Ajax Pressing Machine Company, Salt Lake City.



**Complete General Course:** These 21 students recently completed the NID's 112th General Course:

Shown left to right, they are, front row: Harry Ito, Kelley Original French Laundry Co., San Diego, Calif.; Helen Taylor, Riverside Laundry, Ormond Beach, Fla.; Gary Cooper, Chase Cleaners & Launderers, Inc., Grosse Pointe, Mich.; George Roberts, Jr., American Cleaners & Laundry, Inc., Jacksonville, N. C.; David McDowell, Suburban Home Cleaners, North Riverside, Ill.; Thomas Stuebben, Slater-White, Inc., San Antonio, Tex.; Angelo Ferrara, Consolidated Laundries, Bergenfield, N. J.; James Garofalo, Spence Dry Cleaners, Inc., Syracuse, N. Y.

Center: John Ralph Johnson, Westdale New Idea Ltd., Hamilton, Ont., Canada; Richard Seffren, Graham & Daniel Co., Inc., Skokie, Ill.; Michael DeBoor, DeBoor Laundry-Drycleaning, Lexington, Ky.; James Myers II, White Cleaners, Greencastle, Ind.; Ronald Brosoit, Melton's Specialty Cleaners, Havelock, N. C.; John Dracos, Zenith Drycleaners, Charlotte, N. C.; Andrew Fotheringham, Fotheringham's Cleaners, Ltd., Hamilton, Ont., Canada.

Back: Maurice Feinblatt, Flash Cleaners, Inc., Jackson Heights, N. Y.; James Hills, Lexington Park Dry

Cleaners, Inc., Lexington Park, Md.; Jerry Nisenoff, Fishburn Oriental Drycleaning, Dallas, Tex.; E. Brendan Campbell, Band-Box Cleaners, Morristown, N. J.; William Ash, Gough Lamb Cleaners, Inc., Middletown, Ohio; Hugh Umstead, Peeler's of Maryland, Inc., Washington, D. C.

# #

**New Election Rules:** A new set of procedures for electing officers and directors of the National Institute of Drycleaning has been established. The executive committee will now consist of the president, past president and vice-president plus a president-elect who will succeed to the presidency after one year.

Officers will now be elected by the board of directors. A candidate for office must have been a member of the board and must have retired from the board at least one year before becoming an officer.

The method of choosing directors has also been changed. In those districts where a director is in the last year of his three-year term, he serves as chairman of a nominating committee composed of one member dry-cleaner from each of the states in the district. The committee nominates at least one candidate for the director-

ship. No state may succeed itself in having a directorship without the unanimous consent of the district's nominating committee.

# #

**Back to NID as Fieldman:** William I. (Hoss) Peeler, owner of Peeler's Cleaners of Maryland, has become a fieldman for the Institute for the state of Mississippi. Well known in the industry, Mr. Peeler is an NID graduate, a founder and early president of the NID Alumni Society.

# #

**Researcher Retires:** Dr. Edgar R. Clark, chemical engineer with the Institute's Research Department since 1953, has retired. Dr. Clark is especially known for his work with dry-cleaning filter and still design and his original promotion of 140°F solvent.

# #

**Institute Hosts Students:** Freshman home economics students from the University of Maryland—86 of them—recently visited the National Institute of Drycleaning's headquarters in Silver Spring to see for themselves how clothing is cared for and what's behind good grooming appearance. About one-third of the group were majors in textiles and clothing.

# #

**Recent NID Bulletins:** Sales Meeting Guide SMG-18, "The Selling Voice," gives tips on selling and speaking on the phone. Selling Tips ST-18 is a reminder to "Think of What You Want To Say and Say It Well."

P-46 offers "Tips on Paint Removal." FF-76 discusses "Reversible Raincoats Causing Consumer Complaints." T-391 is "Single-Bath Drycleaning—III."

# #

**New Affiliate Membership:** The Institute is offering a special non-voting membership to textile converters, mills, chemical and finishing firms and apparel and home furnishings manufacturers, classed as Textile Affiliates. According to Albert Johnson, NID trade relations director, the new classification is designed "so that the industry may upgrade fabrics and develop products that will perform and clean better."

# THE CHOICE OF PROFESSIONAL CLEANERS FOR OVER 30 YEARS

# HILD

## START YOUR OWN ON-LOCATION DEPARTMENT

(Clean Wall-to-Wall Carpet and Upholstered Furniture in Your Customers' Homes)

### FAMOUS SHOWER-FEED SCRUBBER

Easy to operate machine for cleaning rugs and carpeting. Tank on handle holds shampoo solution. Five models to choose from—every price range.



### WET AND DRY PICK-UP VACUUM CLEANER

Powerful unit for vacuuming carpet and upholstery plus removing suds after shampooing. All deluxe features for years of dependable service.

### UPHOLSTERY SHAMPOOING MACHINE

Electric driven shampooing machine allows you to clean upholstery and stair carpeting in an efficient professional manner.



### PILE-LIFTER VACUUM CLEANER

Combination pile brush and vacuum cleaner...brushes, lifts and combs rug pile while it removes the dirt, grit and lint. Used to prepare rugs for shampooing and to "set" pile after shampooing.



### SEVEN DEPENDABLE SHAMPOOS

available to handle every rug and upholstery cleaning job.



Maintain the quality and reputation of your plant with the Hild System of Carpet and Upholstery Cleaning . . . the choice of professional cleaners for over 30 years.

## CASH IN ON THE GROWING DO-IT-YOURSELF MARKET

(Earn up to \$10 a day in equipment rentals and shampoo sales)

### LIGHTWEIGHT RUG SHAMPOOING MACHINE

Easy to use—low in cost—designed to take the rough-est abuse that is so common in rental use. Has the same important construction and operating features as Hild Deluxe models.



### ALL ALUMINUM VACUUM CLEANER

Easy to carry—weighs only 19 pounds. Picks up wet or dry material without filter change. Complete with hose and attachments.



### HILD SHAMPOO

Highest quality carpet and upholstery shampoo packed in small polyethylene envelopes . . . each package makes two gallons of shampoo solution. Also available in pint bottles.



## ADD-A-SERVICE: Rug, Carpet and Upholstery Cleaning

## PLANT MAINTENANCE EQUIPMENT

Hild heavy duty vacuum cleaners for floor, wall, overhead beam, and machinery cleaning.

Twenty models to choose from. Illustrated unit designed for use on your own 55 gallon drums—ideal for boiler cleaning.



Hild offers the equipment, supplies and information you need for a successful carpet and upholstery cleaning service . . . all from one dependable source, at the lowest possible cost.

Get your free copy of our new 16 page Professional Carpet and Upholstery Cleaning Instruction Book!



## HILD FLOOR MACHINE CO., INC. 1217 W. Washington Blvd., Chicago 7, Illinois

Gentlemen: Without cost or obligation, please send me a copy of your new instruction book plus information on:

- Starting our own professional carpet and upholstery cleaning department.
- How to start a rental program for the do-it-yourself market.
- Hild shampoos for modern carpet and upholstery fibres.
- Hild vacuum cleaners for plant maintenance.

Firm \_\_\_\_\_

Signed by \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

NC-361

# ASSOCIATION NEWS

**Canadian Chairmen:** The following have been elected division chairmen of the Dry Cleaners and Launderers Institute (Ontario): Walter Warren, Ford Cleaners, Windsor, Essex County Division; Harry Kershman, Bonnie Cleaners, Ottawa, Ottawa-Hull Division; Brad Ross, Owen's Cleaners, North Bay, North Bay Division; Ab Smith, Smith & Sons, Toronto, Toronto Division; John Jedora Tim-

mins New Method Laundry Ltd., Timmins, Northern Ontario Conference.

# #

**Aloha Oe:** For those who still haven't made up their minds about going to the International Drycleaning Convention in Honolulu, a package is being offered that includes a round-

trip flight from San Francisco or Los Angeles, four nights at the hotel and all state, Federal and local taxes for \$309.89. Contact Mel Lindstrom, Faultless Cleaners, Santa Clara, Calif. Better hurry, though. The convention opens February 17 and closes the 19th.

# #



**Southern Suffrage:** Members of the Greater Atlanta Dry Cleaning and Laundry Association recently boosted women's rights in the South by electing Mrs. Carlene G. Munroe (center) as Madame President for '61. Mrs. Munroe is an NID graduate and has long been active in the association.

Other officers elected were: Truett Wood (right) of Skyland Cleaners, vice-president; Louis Klauber, executive secretary (center); and C. L. Williamson (left) of Maler Laundry, treasurer. The new executive committee is made up of S. J. Lindsey, Nu-Way Laundry and Cleaners; Allen Johnston, Best Laundry and Cleaners; Bill Morse, Morse Cleaners; Joe May, Joe May Laundry and Cleaners.

# #

**Cleveland Man of Year:** John Hayek, new president of the Cleveland Cleaners Institute, was honored as CCI "Man of the Year" at the Institute's annual dinner-dance. Mr. Hayek received the Ben Orlove Award, named for the late president and co-founder of CCI. The award was given for his service as an officer of the group, and for his participation in all major CCI activities, particularly for his leadership in the Back to School Clothing Drive.

# #

**Detroit Ballots:** Dave McCarron of Mondry Cleaners was recently re-elected president of the Detroit Dry Cleaners and Laundry Institute for '61. Vice-president is Tom Munson of Munson Cleaners, succeeding Howard Hamilton of Janet Davis Cleaners. Reelected treasurer was Paul Russo of Grosse Pointe Valet Cleaners. Jack Ellstein was reelected executive secretary.

#14

THE NEW **GLOVER-KLING**  
"THRU-FLOW AIR-MATIC"  
Dry Cleaning Units

...bring you  
ADVANCED PRINCIPLES not found in other machines

They're unlike any other single- or two-bath system on the market. Their utter simplicity will amaze you—from foolproof air-actuated timer to exclusive "THRU-FLOW" cleaning action.

For top quality cleaning at a greater profit, here's the system for you. All of the soap solution and clear rinse solution feed through the center of the cylinder and through the garments. This patented construction eliminates the solvent's bypassing the garments. This Glover-Kling method introduces moisture and solvent

**SIZES:** Perc or petroleum: 35, 50 and 75 lbs. Petroleum only: 110 lbs. Single-bath: 35-lb. unit. Single- or two-bath: 50-, 75- and 110-lb. units.

into the clothing immediately to carry away dirt and grime with every turn of the cylinder. This method reduces spotting to an all-time low. The THRU-FLOW AIR-MATIC two-bath is served by a clear rinse, built-in, monel metal, tubular screen filter. There is virtually no interchange between soap solution and rinse solvent. For load after load, day after day, automatically cleaned and extracted, no other system matches the trouble-free Glover-Kling THRU-FLOW AIR-MATIC.

**LEARN NOW** how this great new machine can save you labor, solvent, time and space while turning out the finest quality dry cleaning. See your jobber or write Bill Glover, Inc., for full information today.

**BILL GLOVER**  
INCORPORATED  
5204 Truman Road  
Kansas City 27, Mo.

SERVING THE WORLD WITH THE FINEST,  
MOST RELIABLE AUTOMATIC DRY CLEANING AND LAUNDERING EQUIPMENT

# OUTSTANDING PERFORMANCE



Warco's famous, improved SCRAM BLOOD is a unique cleaning agent. It is not only an instant blood remover but also a superior, general all 'round spotter. Its chemical reaction is constant, uniform and always dependable...water safe to all fabrics and colors. Drycleaners all across the nation accept and recognize Scram Blood as an important and trusted ally in their work. That's why they order and re-order year after year. Why not join them?



THERE IS NOTHING QUITE LIKE...

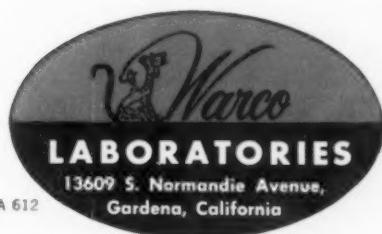
## SCRAM BLOOD

### WARCO PRODUCTS INCLUDE:

TEN MINIT BLEACH • ALL COLOR BLEACH  
ACTIVATED PERBORATE  
SCRAM BLOOD • PRE-OIL-BREAK • CETIC-X-SOUR  
BIL-VIS-X • VINYL SIZE • SIZE RITE

*Please send for complete line brochure  
Order from your jobber today*

FORM NO. JA 612



### 3. CUSTOMERS' VIEWS

Continued from page 48

The last comment is very significant—"I missed it."

—**the tendency to depreciate other drycleaning services.** "This coat looks better than it ever did after cleaning." "My cleaner never got my things so clean." "Imagine how much this would have cost at the cleaner's."

—**a tendency to be enthusiastic about the machine itself and to feel that a significant advance has been made.** "This will revolutionize drycleaning." "These machines are wonderful." "What will they think of next?"

The fact that garments needed little or no finishing really astounded most of the customers. Creases were unaffected, pleats remained firm and the clothes were not at all wrinkled or crushed. Most customers thought this was miraculous. Their total ignorance of drycleaning methods contributed to the feeling that this was something altogether new.

#### Response to clean-only offer

When asked whether or not they would take their garments to the dry-

cleaner rather than to a coin-op if a similar service at a comparable price were offered they replied:

"I think so, provided he hung them up right away and took the same care as I would."

"No, because I would still have to wait. I can bring my boy here and clean his coat while we wait."

"I might if I got the same results."

There were further similar comments. Almost everyone thought he would use the service if offered by the drycleaners but they all laid down conditions. There were many "if's" and "but's," all betraying a lack of confidence in the cleaner's ability to compete successfully with a do-it-yourself service.

#### Owners' reaction

Lester and Kenneth Holmes, owners of the new coin-op installation and 33-year veterans in the drycleaning field, claimed their regular business has remained unaffected by the coin-op installation next door. "We haven't noticed any decline in poundage since the machines were installed. We've always done about 1,500 pounds a week." The machines, however, are cleaning clothes at the rate of over 4,000 pounds a week.

"We don't know where the clothes are coming from," exclaimed Kenneth. "Quite frankly, we were a little skeptical that there would be enough potential volume to keep the machines busy. But we aren't now."

After four weeks the machines have had an average of 50 percent in time

operation. The store is open 16 hours a day.

#### Only one complaint

Of all the comments only one could be called a complaint. One woman thought it was inconvenient to wait until 8 pounds of clothing were collected. She was used to bringing items two at a time to her cleaner. Now she has to try to estimate 8 pounds before going to the coin-op. "And I'm an impatient woman. I don't like waiting for machines. I had to come back twice this morning before I got a machine."

But Mr. Holmes doesn't mind the latter complaint too much. If his customers are happy enough with the service to keep the machines busy—that's fine.

#### Competitor's viewpoint

One of Mr. Holmes's competitors claims that business has fallen off a bit. "But the coin-ops aren't the answer to drycleaning. They don't finish a garment."

He gave three reasons for the possible success of the coin-op: novelty, a trend toward casual and somewhat careless dress, and poor promotion on the part of professional drycleaners.

"It's mysterious to them [the public]. Drycleaners have kept the public ignorant about drycleaning. This will work against us now. I have heard people talk about the machine as if it were a miraculous new discovery."

# #

### AD CLINIC—continued from page 64

example, in October. Cut that figure down to 14 percent and place the new figure in red pencil alongside of the old.

#### Then what?

Take the savings you have just made and redistribute them among the lower percentage figures you have listed in order to avoid reducing your advertising below the point of minimum effectiveness. For example, you may have 5 percent listed for June and August. If you cut the 18 percent to 14 percent you have 4 percent to be distributed between these two low months. Therefore, you can up the 4 percent for these two months to 7 percent for each month.

#### After making those adjustments, then what do I do?

You already have figured out how much money you are going to spend on advertising when you took your

percentage figure of anticipated gross sales for the year (we used 5 percent as an example). Let us say that your ad budget for the year comes to \$3,000 (based on 5 percent of an anticipated \$60,000 gross). In planning your month-to-month budget you take 14 percent of \$3,000 for November, and 7 percent of \$3,000 for June and August. (These figures follow the example we have been using in the past few questions. Your actual figures, of course, will be different.)

**All this seems to be a lot of work, just to make up an ad budget. Why should I go to all this trouble?**

In this system you allow for a more consistent flow of advertising during the year. Also, your advertising expands during peak seasons (thereby spending your money when it will do you the most good) and contracts during lulls (thus avoiding wasteful advertising expenditure).

**KEEPS LAPELS  
IN PROPER  
PLACE**

Patent No. 2641390

Amazing garment retainer eliminates curled lapels, keeps coats from sagging and drooping, gives garments that "deluxe" look. Order today, reasonably priced. Order direct or from your jobber.

Write for free sample

**THE COAT RETAINER CO.**  
P. O. Box 7021, San Antonio, Texas



**DO YOU**

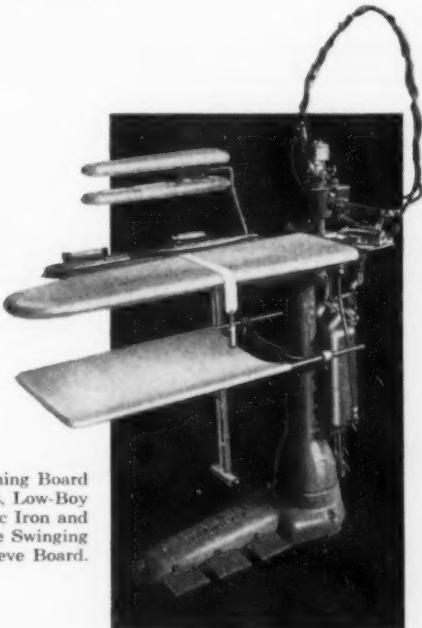
**TURN YOUR BACK  
ON HARD-TO-FINISH  
JOBS?**

Are the velvet evening dress, the deep pile snow suit, the pleated skirt or the quilted housecoat finishing jobs you'd rather not accept? You can accept them with confidence . . . with the assurance your operators will do good work . . . when you have a Cissell Steam Finishing Board.

The Cissell Steam Finishing Board operates without pressure on a combination of rapid up-steam and powerful vacuum from either central air or steam. It finishes all soft fabrics beautifully—without matted nap, shine or pressed-in seam marks. You can give your customers the kind of finished clothes they deserve, the kind of job you're proud to deliver. Cut down on your hand work, speed up your operation with a Cissell Steam Finishing Board. Why not consider one today?

For more information about the Steam Finishing Board or other Cissell Finishing Equipment—Offset Press, Puff Irons, Low-Boy Iron or Form Finisher—contact your jobber, W. M. Cissell Mfg. Co., Louisville, Ky. Pacific Coast Office, 4823 W. Jefferson Blvd., Los Angeles.

Cissell Steam Finishing Board  
with two pleat setters, Low-Boy  
Steam Electric Iron and  
Two-In-One Swinging  
Sleeve Board.



**CISSELL**

# THE ANALYST ANSWERS

## Solvent-Soluble Dye

After we drycleaned this orange dress there was a color change in the dress but not in the belt. Can you explain this?

—T. C., West Virginia

There has evidently been a red or pink dyestuff used in this dress to give the orange shade and this dye is solvent-soluble. Tests we have made on the belt show that the dyestuff of that fabric is fast to drycleaning solvent.

Unless the garment is labeled in such a manner that this limitation of the dyestuff is made known to both customer and drycleaner, we feel that the resulting damage to the color in drycleaning is a failure of the dyestuff itself and not the responsibility of the drycleaner.

Redyeing is the only means of restoration.

## Loss of Sizing

What has caused the loss of sizing and the water marks on this blue taffeta dress?—M.D.C., Canada

The primary problem with garments of this type is in the sizing they contain. This sizing is applied while the fabric is on the loom, hence the name "loom finished taffeta." Some slight sizing is lost when the garment is cleaned. After several cleanings this loss of sizing becomes more apparent to the customer.

The rings which are present are also the result of the sizing. Sometimes they can be most difficult to remove, even to the point of requiring all of the sizing to be taken out of the fabric. Volatile paint removers will cause such rings, also. In fact, when it is necessary to remove all the sizing, this can be done by soaking the garment in a bath of volatile paint remover.

This garment shows no indication of faulty processing on your part. When some loss of sizing occurs, as in this case, we do not feel that the drycleaner is at fault.

If greater stiffness is desired, the garment could be treated to a dry-side sizing bath. It should preferably be finished on a hot-head press, or if this is not available, a steam electric iron. A grid-top press tends to make a grid imprint.

## Heat-Caused Wrinkles Hard To Remove

This man's dark suit coat had wrinkles after cleaning that won't press out. Can you help us?—T. C., Pennsylvania

The problem of wrinkling which you have encountered in the case of this jacket is not uncommon. The difficulty seems to lie in the fact that today's fabrics are often treated with synthetic resins which, in themselves, are cured by heat on the fabric. When such a garment is again exposed to a fairly high temperature, in a wrinkled or folded condition, these wrinkles become, in a sense, cured into the fabric and are quite often impossible to remove.

We found that some improvement could be obtained by pressing the fabric with a heavier pressure than would normally be used, and allowing the head to remain down on the fabric for about a minute or two for each lay. There is some possibility that the exposure to this heat tends to overcome the wrinkling that has already been produced by heat exposure.

Care must be exercised that tumbling temperatures are not too high and that loads are not allowed to lie for any length of time in a hot tumbler, or to lie in a hamper for any length of time after being taken out of a tumbler that may have been hot.

## Bleaching Damage

What has caused the damage to this white linen dress? Could it have occurred while the dress was on the spotting board?—P. M. D., Puerto Rico

The damage to this garment is due to an oxycellulose condition that has been caused by overbleaching or the failure to properly neutralize the bleaching agents used.

The damage is most severe around the waist. This might be explained by the fact that an acid condition in this area from perspiration would act as a catalyst in speeding up the action of bleaching agents still remaining in the fabric. The slight yellow or brown cast in the affected areas suggest that a bleaching agent such as potassium permanganate had at some time been used and not properly neutralized.

The damage is not the result of any processing on the spotting board, as ultraviolet light examination indicates the entire garment has been affected, the most severe damage being around the waist area.

for DYEING



try Tru Color

for SUEDE & LEATHER CLEANING



try Tru Color

for REWEAVING



A dependable quality service  
for quality-conscious drycleaners.  
Mail orders everywhere.  
24-hour production schedule  
even at peak of season.

Write for our trade price list

**TRU COLOR DYE WORKS, Inc.**

24-47 44th Street, Long Island City 3, N.Y.



*coming in March*

# NATIONAL CLEANER'S 15th Annual Guidebook of the Drycleaning Industry

**featuring**

## "New Machines and Methods — Today"

### To Beat Tomorrow's Rising Costs

The threatening Federal Minimum Wage Law brings to a head the squeeze that the drycleaning industry has been experiencing during recent years with steadily increasing costs.

Geared to combat the increase of the wide range of these costs, this important issue — a veritable handbook on efficient drycleaning management — will feature in depth treatment not only what to do, but how to do it and with what. It covers such timely subjects as:

- LATEST EQUIPMENT & METHODS—For the marking department, cleaning room, spotting, finishing, assembly and storage of finished work (conveyors).
- LABOR & SUPPLY SAVING DEVICES—Every kind of device on the market today designed to save labor, time or supplies.

*Plus*

THE DRYCLEANING INDUSTRY'S ONLY  
**STANDARD BUYERS' GUIDE**  
*A Complete Directory Listing Over 15,000 Items*

**THE NATIONAL CLEANER**

466 Lexington Avenue, New York 17, N. Y.

# NEWS from the allied trades

## New Prosperity Regional Managers



T. F. WISNER



L. R. GIBNEY



M. E. CROW

## American Equipment Demonstrated in Ceylon

American drycleaning and laundry equipment is now on view at the United States Small Industries Exhibition in Colombo, Ceylon. The American manufacturers are cooperating with the Office of International Trade Fairs, U. S. Department of Commerce. The exhibit is wholly U. S.-sponsored, not part of a trade fair.

Drycleaning and laundry tumblers have been provided by Huebsch Manufacturing Company. The Kling "100" Corporation is showing its latest drycleaning unit and two utility presses are being supplied by the Ajax Pressing Machine Company. Visitors will also see shirts laundered in Automat washer-extractors from

The Prosperity Company has announced the names of the five regional managers for its new distributor setup.

Sam Gaimo has the upper East Coast Region No. 1. T. F. Wisner has been assigned the Michigan, Pennsylvania, upper New York area as Region No. 2. L. R. Gibney has the upper half of the Midwest for Region No. 3, while M. E. Crow has been assigned the southern half of the Midwest and the rest of the South for Region No. 4. The West Coast, Region No. 5, has been assigned to W. G. Marker.

Bill Glover, Inc., and finished on a flatwork ironer from the Chicago Dryer Company.

American technicians set up the machinery, but it is being operated and demonstrated by Ceylonese college students. Drycleaning and laundry were selected because, in the opinion of the Department of Commerce, they suited the theme of the exhibition: "Small Industries Are Big Business."

western Kentucky. Robert G. Snowden has been appointed manager of special products at the company's Southern California Division. He will be responsible for the distribution of related chemicals in Southern California for AMSCO.



T. R. BARTON

## Thompson-Hayward Representative

Thompson-Hayward Chemical Company has appointed T. R. (Tom) Barton sales representative for its newly established Laundry and Dry Cleaning Division in Shreveport, La. Mr. Barton comes to the post with a background of many years in the industry.



SAM GAIMO

## Keyes-Davis Plant Manager

The Keyes-Davis Company has appointed Norman M. Madsen plant manager of its recently expanded facilities. A graduate in engineering of Michigan State, Mr. Madsen has had extensive experience in wire forming and metal fabrication.

## Appointments at AMSCO

The following appointments have been announced by the American Mineral Spirits Company:

Richard R. Degraf has been elected vice-president of American Mineral Spirits Company, Western. He came to the company in 1958 as a sales representative.

Robert H. Koehler has been appointed manager of the Central States Division. He will handle the Greater Chicago area, including Illinois, Indiana, Wisconsin, Iowa and Kentucky, from the company's Midwestern offices in Chicago. George W. Kreil has been appointed a sales representative in the company's Ohio Valley Division. His territory is northeastern Ohio and western Pennsylvania.

Guy F. Davies has been appointed sales representative for AMSCO's Mid-South district. He will travel in Louisiana, Mississippi, Arkansas, western Tennessee and parts of Missouri, southern Illinois and



Si SLOVITT

## Kohnstamm Names Puerto Rican Distributor

Si Slovitt, export manager of H. Kohnstamm & Co., Inc., has reported the appointment of Cesar Castillo, Inc., as exclusive Kohnstamm distributor in Puerto Rico. The firm is lo-

*Continued on page 96*

# "----THOSE MOTHS!!!

next time I'll have my clothes drycleaned by a SANEX drycleaner! SANEX is the world's leading mothproofing with a Purifying Finish."



Garments that are MOTH-PROOFED, ODOR-PROOFED AND GERMISEPTICALLY SANEX cleaned will keep old customers and win new customers.

1961 SANEX Sweepstakes and Action Packed Merchandising Program Bigger and Better Than Ever!

Call your Sanex distributor now or write



**Signal**  
CHEMICAL MFG. CO.

5020 RICHMOND RD., BEDFORD, OHIO

**In Dry Cleaning  
and  
Laundry Plants**

# POLAR BREEZ

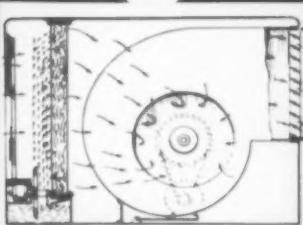
AIR CONDITIONING

drops  
INSIDE  
temperatures  
FROM  
**10° TO 18°**

For 25 years, Polar Breez has been successfully solving your 2 major problems of high temperature and high humidity. Cost is low. Installations guaranteed on approved plan. Efficiency and production increases immediately. Latest models of 18 gauge rust-resistant, aluminized zinc grip steel with new filter systems, for 100% fresh vitalized air. Cost—little as 5¢ per hour for electricity!

*Oldest exclusive manufacturer of Evaporative Coolers in the country.*

Draws in  
100% fresh  
air.  
Rotato-  
Atomizer  
washes,  
cools and  
cleans air.  
Filter  
removes ex-  
cess moisture.



**AIR COOLING**  
ENGINEERING CO.  
3812 N. Lawrence St., Phila. 40, Pa.

GET ALL  
THE  
FACTS  
NOW!

Air Cooling Engineering Company  
3812 N. Lawrence Street  
Philadelphia 40, Pa.

Please send us information on Polar Breez Air Cooling for our  
 Dry Cleaning Plant    Laundry

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

*Continued from page 94*

cated at Avenue Ponce de Leon 70, Hato Rey, Puerto Rico.

**Kennedy-Zimmerman Merger**

Kennedy Products Company, Cincinnati, has merged with Zimmerman Products Company of the same city. Kennedy manufactures Spotout and Pen-trate spotting agents. No change in the formulas of these products is contemplated, reports Max Zimmerman, but plans are under way to develop new packaging and merchandising ideas.

**Paper Executive Retires**

H. C. Newkirk, sales manager of the Southern Kraft Paper and Bag Division of International Paper Company, retired last month after 43 years service with the company. Succeeding him is R. L. Freeman, who joined International Paper in 1954.



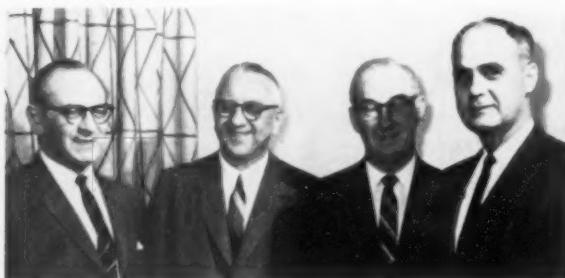
RAYMOND G. PILON



EARL A. SOARES

**Warco Names Two Field Technicians**

Warco Laboratories, Inc., technical aid in drycleaning, rug cleaning and laundering. Another field technician who completed training at Warco, Earl A. Soares, has been assigned the San Francisco area.



**Australian Cleaner Visits Sanitone Headquarters**

Eric Borden, owner of Tasman Dry Cleaners Pty. Ltd., Balmain, N.S.W., Australia, is shown here at a conference in Cincinnati with three executives of Emery Industries, Inc. Tasman Dry Cleaners is one of the original five Sanitone licensees in New South Wales. Left to right: Mr. Borden; A. W. Shubert, president of Wales.

**News From Wallerstein Company**

Albert M. Jurgens, Jr., has joined Wallerstein Company, Division of Baxter Laboratories, Inc., as assistant to the president. He was formerly associated with American Cyanamid Company.

Wallerstein's 25-year Service Club recently held its annual banquet, welcoming these five

new members: Thomas L. McNally, George F. Piper, Dr. Hans Schleich, June Silverman and Henry Sturm. All five received gold watches from Walderstein president Arthur C. Emelin.

#### Glover Acquires Kling

Bill Glover, Inc., Kansas City, Mo., has acquired the Kling "100" Corporation, including what are termed "some very valuable new patents." The new units produced by the company will be known as Glover-Kling Drycleaning Units.

#### Pennsalt Names Two

Pennsalt Chemicals Corporation has appointed Dawes Walter manager of advertising and public relations. Richard S. Lee has been named assistant advertising manager. The department will be responsible for the direction and coordination of all phases of the company's advertising and public relations.

#### Temco Acquires Launderama

Temco Industrial Division of Temco Electronics and Missiles Company has acquired the manufacturing rights, tools, dies and production equipment from Forzeo Manufacturing Corporation for its coin-op 20-pound washer model FZ-4, distributed nationally by the Zeolux Corporation under its own trademark, Launderama.

The complete production facilities for Launderamas were shipped from the Forzeo plant in Anderson, Ind., to the Temco Industrial plant in Dallas, where they were reassembled. Production of the machines is now under way.

#### I-H Executive Named

Robert E. Scott has been named truck fleet sales manager of the motor truck division of International Harvester Company. Mr. Scott, with the company for 21 years, was formerly manager of its Southern motor truck region.



#### New Unipress Distributor

Excelsior Machinery Company, Detroit, Mich., has been appointed distributor of Uni-press laundry finishing equipment for the state of Michigan, exclusive of the Upper Peninsula. The company will provide both service and parts facilities.



#### American Laundry Suggestion Awards

Harry Knox, manager of the American Laundry Machinery Industries' Cincinnati factory, is shown presenting award checks to the grand prize winners in the company's 1960 Suggestion Contest. Left to right: Clarence Lau-

dick, third prize; Joseph Roling, first prize; Mr. Knox; Rodney Morrison, fourth prize, and Quentin Wisby, second prize. Mr. Roling again, for the fourteenth year, also won the prize for the most accepted suggestions—166.

# ALMORE DYES SWEATERS Beautifully\*

Cashmere

Nylon

Angora

Ban-lon

Wool

\*Offer  
this profitable  
and satisfying  
service to  
your  
customers  
in full  
confidence.

Tell your customers—"DYEING SAVES BUYING!"



# ALMORE DYE HOUSE

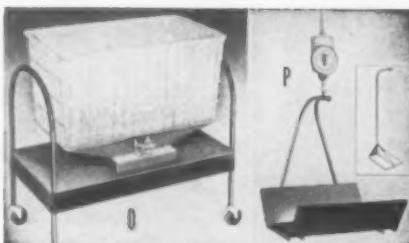
DYEING is our ONLY Specialty  
4412 Wentworth Ave.,  
Chicago 9, Illinois

Leon Teichner, President

Continuously in business since 1919  
...the dyeing name of undying fame

# Newhouse Products—Designed to Help Your Business

(Left)  
**STANDARD SCALE BASKET**  
 16" x 18" x 32"  
 60 lbs. cap'ty  
 Steel base  
 \$79.50  
**REPLACEMENT PLASTIC LINER,**  
 \$4.95



(Right) ECONOMY HANGING SCALE. Ideal where service is sold by weight. 100 lbs. capacity. Complete, \$45.00. With floor stand, add \$16.50. Scale alone, \$22.50. Basket alone, \$24.00.

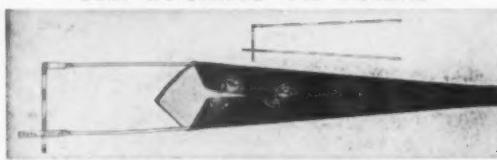


Grips and holds coat vents firmly in place while garment is being finished on coat machine or Adjusta-Form. Leaves no imprint. Cuts finishing costs.  
**Only \$3.00 each or \$5.50 a pair.**

Sold by Drycleaning and Laundry Jobbers  
 Throughout the World.

## COAT VENT CLAMP

## SELF-LOCKING TIE FORMS



No. 1 Prong type for ties with center stitch \$4.95



No. 2 Closed type for open center ties \$5.95

Both forms are self-adjusting at any point. Both are ideal on press or finishing board. To end all your tie finishing problems, you need both these fine tie forms.

## WOOD INSULATOR



For Cissell Sleever. Protects and trebles the life of sleeve bag. Fits into and shapes shoulder without puffing or padding. Immediate steam with completely diffused moisture. Cuts bag costs 50%.  
**Complete with Collar, Only . . . . . \$3.45**

**NEWHOUSE SPECIALTY CO. INC., 3827 San Fernando Road, Glendale 4, Calif.**

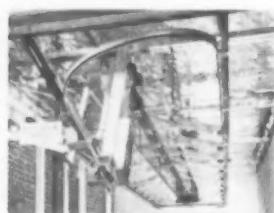
## NEW PRODUCTS—continued from page 8

drums. Streetex is said to provide a clear 1-4 spray solution for faster penetration into soiled areas.

For more information: R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill.

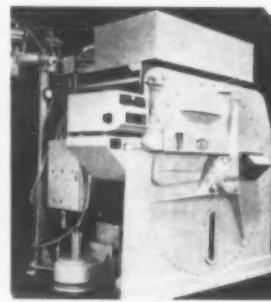
components, said to be easily replaceable. The machine shown is a 20-line sorter with controls for 50 with drop-off arrangements on both sides of a main rail. Travel space needed for garments is said to be only the width of one garment.

For additional information: R. F. Gerisch Company, 1317 Portsmouth Ave., Westchester, Ill.



### Mechanical Sorter-Conveyor

This new mechanical sorter-conveyor allows adaptation of push-button or manual insertions. The conveyor uses standard chain drives and electrical



### New 300-Pounder

Features of this new 300-pound washer-extractor include a large, convenient loading door, high-speed two-stage extraction and automatic supply

injection. The machine requires only a 100 amp. electrical service for operation on 220 volt a.c.

For more information: Pellerin Milnor Corporation, P. O. Box 19264, New Orleans 19, La.



### Solution Tank

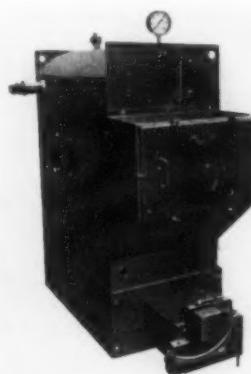
This 3½-gallon heavy-gauge poly-plastic solution tank for scrubbing machines features a 25-square-inch opening for easy filling, straight control rod, sight gauge, plastic drain cap and outlet fittings mounted on brass plate.

For additional information: Multi-Clean Products, Inc., 2277 Ford Parkway, St. Paul 16, Minn.

### Glowing Promotion

A new promotion package for Stamford Mothproofer includes two sets of two different colored Da-Glo steamers ranging from 30 by 36 to 6 by 36 inches, plus a package of garment tags.

For additional information: The Stamford Chemical Company, 45 Jefferson St., Stamford, Conn.



### Heater Line Additions

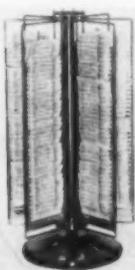
New additions to the WH Series line of gas-fired volume water heaters feature extended water leg construction with

## YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention THE NATIONAL CLEANER.

built-in refractory lining. The heaters are available in 14 sizes ranging from 300 to 6,000 g.p.h. Units are self-contained twin-coil heaters which operate without a storage tank.

For additional information: Portmar Water Heater Co., Inc., 193 Seventh St., Brooklyn 15, N. Y.



#### Counter Invoice File

The EZ-C Laundry and Dry-cleaning Visual Counter File holds all invoices at eye level for fast location. The counter girl can instantly tell if the customer has laundry, drycleaning or both, also if all or part of the order has been completed and its location. Any invoice form not over 5 inches wide will fit the file. It may be started with as few as four panels with 40 slots on each side, containing 320 pockets, and may be added up to the capacity of 17 panels with 1,360 pockets.

For more information: The Speed Check Company, 551 Glenn St., S. W., Atlanta, Ga.

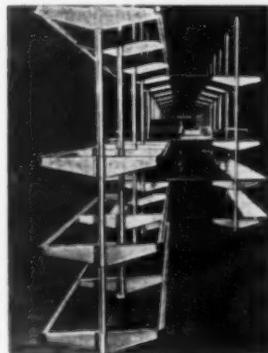
stitch length settings. The modern pulley with the belt groove inside the rim is designed for operator safety.

For additional information: Singer Sewing Machine Company, Dept. A-326, 149 Broadway, New York 6, N. Y.

#### Direct-Mail Promotion

U-San-O is now offering its drycleaning customers a direct-mail program, prepared by a specialist in direct-mail advertising. Literature sent out is personalized to the individual cleaner. Three mailing pieces are included in the program.

For additional information: American Mothproofing Company, 2510 Hampton Ave., St. Louis 10, Mo.



#### Adjustable Storage Rack

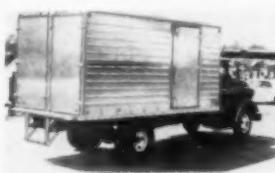
Adjusto-Deck is a device to convert open floor-to-ceiling space into storage area using conventional pipe. No special tools are required to install the brackets and fittings and no holes are bored into floor or ceiling during installation. Adjusto-Decks can be changed from shelf to hanger type as needed; the shelf areas can be varied in height or depth.

For more information: Walter Haertel Company, 2840 Fourth Ave. S., Minneapolis, Minn.



#### Modern Lockstitcher

Two new models of the 331K class of modern-styled, single-needle lockstitchers, designed to replace the 31-15's, have been introduced. The 331K1, and the 331K4, which features reversible feed, are said to handle a wide variety of threads and fabrics without critical adjustments. Improvements in the machines include a large, easy-to-read graduated indicator on the machine arm to simplify



#### Trailer-Like Body

This aluminum truck body incorporates the features of Fruehauf's Volume-Van trailer truck line. The new body has an over-all width of 96 inches, comes in lengths from 12 feet 5 inches to 24 feet in 18-inch increments. The company of-



## you can really "CLEAN UP" with a RELIABLE STORAGE VAULT

Everywhere you go plant owners will tell you . . . "My Storage Vault brings in my most profitable business; it is the easiest to handle, and it keeps us busy during the normally slow months." Storage also puts waste space to work and gives a higher return on a comparable investment that might be made on other equipment.

Indeed, why settle for half when you can install a Reliable Storage Vault now? Reliable Package Units give you a choice of "dry" or "cold" storage . . . and we will do the planning, engineering and financing. All you do is make the profits.

*Most Reliable installations  
pay for themselves the first year.  
Write for full details today!*

**RELIABLE MACHINE WORKS, INC.,**  
231 EAGLE STREET, BROOKLYN 22, N. Y.



#### KAR BAR

Practical, low cost garment rack converts any car into a light delivery truck. Slips over coat hooks... no tools needed. Adjustable rubber stops keep hangers from sliding sideways. Just the thing for special deliveries or when regular truck is down.

Price..... \$3.95 each



#### HAND SEALER KIT

Fast, economical, permanent sealing of polyethylene or other thermo-plastic films. Makes special size bags out of regular garment poly or plastic film. Cuts packaging labor and improves appearance—avoids unsightly folding, stapling and taping. Kit includes—Hand Sealer, Bar to guide sealer direction, Mounting bracket and tube of DOW "SLIPICONE" releasing agent.

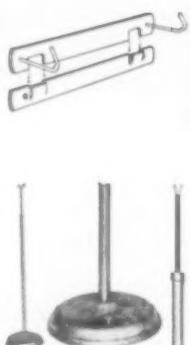
Price..... \$29.95

#### KD BAG RACK

Eliminate lost items, gain greater counter output... promptly bag customers garments at your counter. KD BAG RACK is faster operating, easier to attach and remove bags. Bright nickel finish.

Price..... \$6.00 set

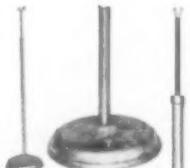
Counter Bags available in cotton, nylon, natural and color. Durable quality, 24" x 28", grommeted with drawstring.



#### PORABLE BAGGER

This light weight bagger requires only 1 sq. ft. of space and will hold up to 7 hangers... Triple action locking device holds raised rod securely at desired height. Foot release allows raised rod to drop instantly to a cushioned stop—quietly. Attractively finished in aluminum and light grey enamel.

Price..... \$20.85 each



fers a choice of sidewalls, either exterior post design or smooth beaded panels (said to make an ideal surface for displaying an advertising message), optional side or rear doors.

For more information: Fruehauf Trailer Company, Public Relations Department, Detroit 32, Mich.



#### Cracker Jack for Coin-Ops

Cracker Jack vendors for coin-op laundries are now available. The machine holds 100 boxes and measures 58 inches high by 14 inches wide by 13½ inches deep.

For additional information: Ald., Inc., 7045 N. Western Ave., Chicago 45, Ill.

#### Heat Booklet

"Hotter and Faster" is the theme and title of a new booklet published by the Velocity Steam Division of Forse Corporation. The booklet tells how to get faster heat through a trapless steam system.

For copies write: Velocity Steam Division of Forse Corporation, P. O. Box 639, Anderson, Ind.

#### Water Heater Bulletin

NiaWel Storage Water Heaters are covered in a new, illustrated 8-page book. Bulletin 61 gives complete specifications of 55 sizes in both vertical and horizontal models plus 114 sizes of removable U-tube heating elements.

For more information: Niagara Weldments Inc., 55 Portage Rd., Niagara Falls, N. Y.

#### Generator Folder

Form 3562 illustrates and describes the new Petro Pac sealed firebox generator. The generator is available in a dual-fuel firing model (gas-oil) and produces 396,000 to 1,800,000 B.t.u.

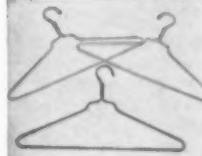
For more information: Petro, 3170 W. 106th St., Cleveland 11, Ohio.



#### THREAD RACK

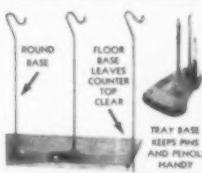
32 spool capacity thread rack holds all standard spools and bobbins. Each spool is directly and instantly available. Heavy, rigid welded wire construction and bright nickel plate guarantee long life and attractive appearance. Flat design saves on scarce working area. For bench, wall, table edge mounting... or mount on board for portability.

Price..... \$6.95 each



#### GLAMOR HANGER

Beautiful, colored heavy gauge solid aluminum hangers. GLAMOR HANGER is scratch resistant and the hook is protected by a plastic tip. Ideal for special promotions—anniversaries, holidays, etc. Available in color-fast, anodized—Gold, Copper, Silver, Red, Blue and Green. Write for prices. Discounts on quantity orders.



#### COUNTER GARMENT RACKS

Neat, durable fixtures on which to hang garments during check out. Keeps clothes wrinkle free and off soiled counters. Available with round base, tray base, or floor base. All KD counter racks have a set screw in each base to prevent rod from turning.

Price..... \$4.50 each — Round Base  
\$5.50 each — Tray Base  
\$4.95 each — Floor Base

#### ASK YOUR SUPPLIER ABOUT KD . . .

##### KD Numbering Outfits

##### Identification Tags and Systems

##### Flag Markers

##### Brass Tags and Rings

##### Rack Dividers

##### Pin Straighteners

##### Pin Set Transports



79 14th St., Battle Creek, Michigan

## PEOPLE AND PLACES

### Canada

Plans have been announced for rebuilding Modern Dry Cleaning Inc., 30 Main St. E., Magog, Que., destroyed by fire recently.

Star Cleaners, with headquarters at 50 Main St., W., Crimbsy, Ont., has opened its fifth plant, in the Pen Shopping Centre in St. Catherine. The firm is owned by John and Mary Cimba, and the new plant will be managed by Steve Cimba.

A business license has been issued to Robert T. & Glenn M. Cohen for the establishment of a drycleaning concern at 1333 Robson, Vancouver, B. C.

Jessop and Whaley Cleaners has been obliged to vacate its premises at 79 King St. S., Waterloo, Ont., to make way for a city project.

Neville Park Cleaners has been opened at 688 Kingston Rd., Toronto, Ont. The firm, with its main plant at Kingston Rd. and Cliffside, has other locations at Kingston Rd. and Malvern and Neville Park and Queen St.

Plans have been announced for the reconstruction of Shefford Cleaning at 64 Second St., Iberville, Que. The plant was recently destroyed by fire.

Hopedale (Ont.) Cleaners and Launderers was among the firms opened in the new Hopedale Shopping Centre.

A storage vault has been added at Criterion Cleaners, Nanaimo, B. C.

Marg and Jerry DeWitt, operators of St. Albert (Alta.) Cleaners, 10 Piron St., have added St. Albert Coin-Operated Laundry.

### southwest

F. M. Perkins has opened Perk's Drive-In Cleaners at 1109 S. Tejon St., Colorado Springs, Colo.

Mrs. Chris Lange, operator of Chris's Cleaners, 13 E. Canon

## INITIAL OFFER

**\$2.95 SPECIAL**

KIT of BOTH



Spotout

and

Detractate



Removes all hard, stubborn stains  
INCLUDING: • Blood • Coffee  
• Grass • Polish • Lipstick • Egg

GIVE IT A TRY

ORDER FROM YOUR JOBBER, NOW

**Ze** products

Zimmerman Co. Cincinnati 18, O.

Perdido St., Santa Barbara, Calif., has purchased La Mesa Cleaners, 1828 Cliff Dr., from Mr. and Mrs. Norman L. Stanley.

Teague Cleaners of Sunnyvale and Cupertino, Calif., has opened its fourth unit, in the Argonaut Shopping Center in Sunnyvale. The firm is headed by Bill Sowell.

Sparkle Cleaners, 121 Niles, Bakersfield, Calif., has added a storage vault.

Swanson's Cleaners, owned by Salvin Swanson, has completed its new plant on Arden Way, Sacramento, Calif. The firm, established in 1944, now has 54 branches.

A storage vault has been added at Ace Cleaners, 3715 E. Lancaster, Fort Worth, Tex.

Palmer's East Side Cleaners, at the same location on Houston St., Levelland, Tex., for about 20 years, has been remodeled. The firm is owned by the Palmer brothers.

## northwest

Quality Dry Cleaning has been opened in the new Park 'N' Shop Plaza at 5245 Marlton Pike, Pennsauken, N. J., by J. Milano.

A storage vault has been added at Ace Cleaners, 130 Main St., Putnam, Conn.

Pineridge Cleaners has been opened in new quarters in North Wilmington, Mass., by Arthur G. Pizzutti.

One Hour Martinizing Cleaners has been opened at 60 Landis Ave., Vineland, N. J., by Ed and Mary Gail.

Butler Cleaners, 630 W. Hunting Park Ave., Philadelphia, Pa., held a grand opening recently.

P. T. Fibison Dry Cleaners, 1329 S. Salina St., Syracuse, N. Y., has added a storage vault.

Free gifts were distributed at the grand opening celebration held at Highbridge 2 Hour Cleaners, 128 W. 168th St., New York, N. Y.

Vogue One Hour Cleaners has been opened in the Lincroft Acme Shopping Center, Newman Springs Rd., Lincroft, N. J. All services will be under the supervision of Mrs. Edward Crawford, Mrs. Leslie H. Moran and Mrs. Michael F. Fredericks.

## northwest

Don Parson, owner of Don Parson Cleaners, Tillamook, Ore., has announced the purchase of Model Crown Cleaners from Jim and Mary Kennedy.

Deluxe Cleaners, Lincoln, Neb., has been sold by Jerry Kasser to Mr. and Mrs. Dale Flick. The Kassers retain Victory Cleaners in Havelock.

Mr. and Mrs. Charles Humphrey have purchased Sutherland (Neb.) Cleaners from Mr. and Mrs. Luke White.

J. Verl Confer, who has managed Enke's Gateway Cleaners, Portland, Ore., for the past several months, has purchased the firm and the former Danish Cleaners at 8051 N. E. Sandy Blvd. The two stores will be known as Confer's Cleaners.

Mr. and Mrs. Roy Schaeffer have taken over operation of Owl Cleaners, 12325 S. E. Powell Blvd., Portland, Ore.

Charles C. Peterson has established One Hour Martinizing Cleaners at 82 E. 10th Ave., Eugene, Ore.

Jim and Hilda Stevens, whose Quality Cleaners, Pine Bluffs, Wyo., was destroyed by fire

EXTRA years of trouble-free PERFORMANCE

**GROSS STAR Flexible HOSE**

- ★ hose can't leak
- ★ never needs packing
- ★ outlasts most equipment
- ★ out-performs all specifications
- ★ quality for quality, outstanding value

**GROSS STAR FLEXIBLE METAL HOSE** FROM YOUR JOBBER

L. BEHRSTOCK COMPANY

1708 South State Street, Chicago 16, Illinois

**GROSS STAR**

**TRIPL-SAFE GRID PLATE**  
Masters ANY Fabric

The Grid Plate  
that CAN'T  
make a mistake

1. Perf. liner
2. Filter screen
3. Napped surface

under 46"	\$29.75
over 46"	\$38.75
mushroom	\$21.75

from your jobber

**GROSS STAR TRIPL-SAFE GRID PLATE**  
MFG. BY  
L. BEHRSTOCK CO.  
1708 S. STATE ST. CHICAGO 16, ILL.  
WITH BUILT-IN STEAM FILTER  
• Patented •

COMPLETE SERVICES  
FOR ALL DRYCLEANERS

## AMERICA'S MOST PROGRESSIVE DYERS

We also do  
Glove Cleaning

Suede and Leather Garment Cleaning  
Reweaving

FASTEAST MAIL ORDER SERVICE in the U.S.A.

**LAWRENCE JACOBSON DYE WORKS, INC.**

Summerdale and Comly Streets, Philadelphia 49, Pa.

"Particular Dyeing For Particular People"



# NEW and Exclusively for YOU!

**U. S. Model**

**718-2**

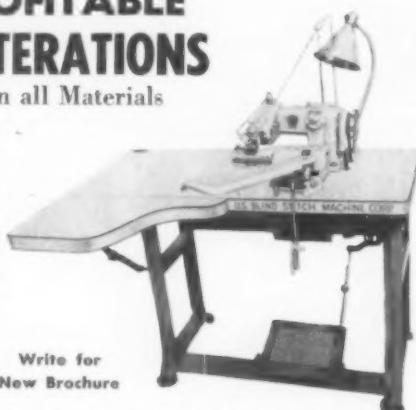
Blind Stitch Machine

## For FAST, PROFITABLE ALTERATIONS

on all Materials

### HEMMING

Dresses —  
Skirts  
Coat Bottoms  
Linings  
Sleeves  
Cuffs  
Etc., etc., etc.



Write for  
New Brochure

Service centers in all principal cities

**U. S. BLIND STITCH MACHINE CORP.**  
231 West 29th St., New York 1, N. Y.  
Lack. 4-9144

## INCREASE PROFITS WITH **BERLOU** MOTHPROOFING SERVICE

### THREE-YEAR WRITTEN GUARANTEE

Get increased volume and profits from PRESENT CUSTOMERS with a Berlou Mothproofing Department. Helps attract new customers, too. Berlou, established in 1930, is used by more professional mothproofers than all other mothsprays combined. Write for Berlou Profit Builder Plan. Berlou Manufacturing Co., 435 Monroe Street, Marion, Ohio. In Canada, The Berlou Company, Ltd., London, Ontario.

### Ze-DRAPE FOLDER

Increase

#### YOUR HOUSEHOLD SALES

Ze-Drape Folder, the professional folder, will enable you to do big drape cleaning orders with one operator, using 3 x 3 feet space, 10 feet high. Finished with decorator folds.

complete for \$185

Ze

products

Zimmerman Co., Cincinnati 19, Ohio



Send for FREE Illustrated Literature

several months ago, have reopened in a new building at 505 Market St. Ave., operates eight package plants and maintains 12 receiving stations.

Ab Gressett of Drive-In Cleaners, Medford, Ore., has purchased Campus Cleaners in Ashland from Larry Leigh.

Dale Merlini recently purchased City Cleaners, Merrill, Ore., from W. H. Dark.

Wardrobe Cleaners, Marshfield, Ore., is installing new equipment.

Roy Severson, owner of Deluxe Cleaners, Springfield, Ore., has purchased new equipment.

## north central

An open house at Wolf's Dry Cleaners, 3825 Kinnickinnic Ave., Cudahy, Wis., gave visitors an opportunity to follow a garment through every operation.

Mrs. Alice M. Gartman is the proprietor of the new One Hour Martinizing Cleaners at 7886 Montgomery Rd., Kenwood, Ohio.

Acme Cleaners and Launderers, Inc., 38th St. and Fourth Ave., S., Minneapolis, Minn., has opened a branch at 3148 Hennepin Ave., S. The firm is operated by Phil Gilbert, president, and his sons, Ted and Mort, vice-president and secretary, respectively.

Bob's Cleaners, Stewartville, Minn., has moved to spacious new quarters in the Copeland Bldg.

A storage vault has been added at Peoples Cleaners, 911 State St., Lockport, Ill.

A group of key management employees of Pantomirum, Inc., Dayton, Ohio, have formed a new corporation to be known as Pantomirum Cleaners, Inc., H. R. Osborne, vice-president and treasurer of the original firm, announced recently. Mr. Osborne and Earl G. Fox, Sr., president, had agreed to sell their stock to six employees. Officers of the new corporation are Robert W. Scheu, president; Elwood Hopping, vice-president; James E. Fricke, treasurer, and Chester E. Rodgers, secretary. The firm, with headquarters at 2934 Salem

The new manager of One Hour Martinizing Cleaners, 4739 Main Ave., Ashtabula, Ohio, is Thurston Ingram.

Ferrara Dry Cleaning Co. has purchased property at 154 E. Main St., Kent, Ohio, in an expansion move.

Del Mar Cleaners, 12700 Loomis St., Chicago, Ill., has added a storage vault.

Indianhead Dry Cleaners, Frederic, Wis., has been purchased by Charles Hedberg from A. E. Reeves.

Arnold Wilson has purchased City Cleaners, 230 Stephenson Ave., Escanaba, Mich., from W. D. Ladouceur. The firm has a unit in Gladstone.

## southeast

Peter Pan One Hour Cleaners has been established by Robert Duran at 899 McLemore, Memphis, Tenn.

Sanitary Dry Cleaners, Hartsville, S. C., has been purchased by Bob and Warden Shirley from Christ Anels.

Farmer Freeman is the owner-manager of One Hour Martinizing Cleaners, opened recently on Wilkinson Blvd., Gastonia, N. C.

OK Drive-In Cleaners, 1880 Drew St., Clearwater, Fla., managed by Clyde and Claudine Wickline, has installed a new conveyor.

Tucker's Cleaners & Laundry, 3125 25th Ave., Gulfport, Miss., has added a storage vault.

Greene and Cork Cleaners, 2232 Sixth St., Tuscaloosa, Ala., was destroyed by fire recently.

Ellen's Cleaners and Shirt Laundry has been opened in a new building at Northside Plaza Shopping Center, 3004 Memorial Parkway, N. W., Huntsville, Ala. Mr. and Mrs. Thomas W. Holder also own and operate Five Points Laundry and Dry Cleaners.

## OBITUARIES

Percy G. Allen, operator of Allyn's Cleaners and Dyers and Troy Laundry, Portland, Oregon, died recently. Mr. Allen was a member of the Oregon State Drycleaners Association, Rotary Club and Chamber of Commerce.

**James Durante**, 70, operator of Durante Cleaners, Orange, New Jersey, died recently. Born in Italy, Mr. Durante came to the United States and opened the drycleaning establishment 56 years ago. Surviving are his wife, two sons and a daughter.

**Robert Ginn**, 49, Southern representative for White Machine Company, Kenilworth, New Jersey, died recently. Mr. Ginn had served in the U. S. Marines, where he operated a base drycleaning and laundry facility. Surviving are his wife, a son and two daughters.

**Edward I. Golden**, 74, partner in Boston Dye House, Inc., Revere, Massachusetts, died recently. Mr. Golden was also treasurer of Golden Bell Cleaners of Malden until 1936. He was a charter member of Scopus Lodge AF&AM, a member of Adelphi Lodge AF&AM and Aleppo Temple of the Shrine. Surviving are his wife and two sons.

**Francis Julian Keyes**, 61, retired operator of a drycleaning establishment in DeLand, Florida, died recently in Dayton, Ohio, where he had been visiting his daughter. Besides his daughter, survivors include his wife and son.

**Harry M. Shalett**, 71, president of Shalett Cleaning & Dyeing Company and Pilgrim Laundry, New London, Connecticut, died recently. A leading figure in the drycleaning industry, Mr. Shalett was a former director of the National Institute of Drycleaning and the Connecticut State Association of Cleaners and Dyers. He was a past president of the latter association, the Chamber of Commerce and the Rotary Club, and was a 32nd Degree Mason. Surviving are his wife and son, Harry G. (Grif) Shalett, who is vice-president of the firm.

## *annual CONVENTIONS*

**February 16, 17 and 18**—Utah State Dry Cleaners Association, Newhouse Hotel, Salt Lake City.

**February 17, 18 and 19**—International Drycleaning Convention of the Pacific Area, Princess Kaiulani Hotel, Honolulu, Hawaii.

**February 24, 25 and 26**—Iowa State Cleaners & Dyers Association—Nebraska State Drycleaners Association, Fort Des Moines Hotel, Des Moines, Iowa. With exhibit.

**March 1 and 2**—South Carolina Association of Launderers and Cleaners, Francis Marion Hotel, Charleston.

**March 11**—New Jersey Laundry & Cleaning Institute, Essex House, Newark.

**April 6, 7 and 8**—Texas Laundry & Dry Cleaning Association, Rice Hotel, Houston.

**May 25, 26 and 27**—Idaho Launderers & Cleaners Association, Shore Lodge Hotel, McCall.

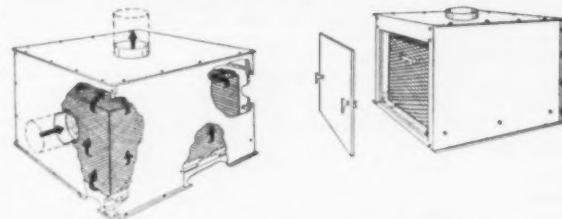
**June 2, 3 and 4**—California Drycleaners Association, Jack Tar Hotel, San Francisco.

**June 21 and 22**—North Carolina Association of Launderers and Cleaners, Inc., Jack Tar Durham Hotel, Durham.

**June 23, 24 and 25**—Florida Institute of Laundering and Cleaning, Jack Tar Fort Harrison Hotel, Clearwater.

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The new Superior Lintrap measures only 20 $\frac{1}{4}$ " x 20 $\frac{1}{4}$ " x 25" with 8" intake and 10" exhaust. Here is how this tremendous new Lintrap can help you:



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FOB Gadsden, Ala., or thru local jobber or distributor

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BLOOD STAINS  
FAST...WITH

**BLOOD-MUV**  
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The advertisement features a large bottle of Blood-Muv liquid stain remover. The label includes the product name, "MOCO", and "PACKAGE CHEMICAL COMPANY, INC. BOSTON 21, MASSACHUSETTS". A tagline above the bottle reads "REMOVE BLOOD STAINS FAST...WITH". Below the bottle, the text "The Original BLOOD-MUV A MOCO PRODUCT" is displayed. The background is a light, textured surface.

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Blood-Muv is available through your distributor.  
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Add five words if answers are to come to a box number to be for-

warded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

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Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to The National Cleaner, 466 Lexington Avenue, New York 17, N. Y.

## CLEANING PLANTS FOR SALE

**Clearwater, Florida.** Beautiful drive-in solvent plant, laundry and cold storage. Finest location. Yearly volume \$85,000. 75% drycleaning with 90% cash-and-carry. Only \$65,000 and easy terms. For this and other profitable plants, contact: Hey Realty, 1717 Drew Street, Clearwater, Florida. 9267-2

I am retiring and will sell you a fine cleaning plant and drive-in that is making a profit every year. \$117,000 annual volume. Only those with substantial cash need reply. W. L. Feeler, 6508 Queens Chapel Road, Hyattsville, Maryland. 9329-2

**FOR SALE:** Commercial laundry, linen supply and dry cleaning plant, excellent equipment. Annual profit approximately \$50,000.00 before depreciation. Only laundry within 30 mile radius, in very fast growing and developing section of Arizona. New gas well just came in; and a \$48,000,000.00 plant is now under construction within the area which will give employment to hundreds of people year around. This laundry is geared to handle this extra volume. It is a GOOD buy for \$125,000.00, \$50,000.00 cash, easy terms on balance. **CONTACT J. DON WISE, A. D. MCCLAIN REALTY CO., 4400 N. CENTRAL AVENUE, PHOENIX, ARIZONA.** 9363-2

**For Sale:** Tailoring, alteration and press shop, well equipped business. You don't have to build. In operation for seven years, all you have to do is worry about getting the work out. Located in the Webb Air Force Base, Exchange Bldg., Big Spring, Texas. Call or see G. C. Poils, 1009 Main St., or phone AM 3-2298. 9360-2

**FOR SALE:** Well-established laundry and drycleaning plant in growing community. Gross per week now approximately \$1,600. With good management would improve immediately—someone with know-how. Contact Owner P. O. Box 1540, Florence, S. C. 9361-2

**Eastern Pennsylvania:** Going medium-sized solvent plant for sale. Good volume, owner wishes to retire. **ADDRESS: Box 9363, NATIONAL CLEANER.** -2

**Pasadena, Texas:** Complete modern Hoffman solvent plant. Route, truck, pickup station. In business three years. Gross \$21,000. Sacrificing only \$5,000. Suburban Cleaners and Laundry. Phone HU 7-0210. 9357-2

**CENTRAL MAINE: ULTRAMODERN DRYCLEANING PLANT AND SHIRT LAUNDRY CLEAN CEMENT BUILDING. GROSS OVER \$140,000; UNLIMITED OPPORTUNITY FOR EXPANSION. OWNER DESIRES RETIREMENT. ADDRESS: Box 9349, THE NATIONAL CLEANER.** -2

**North Sacramento, Calif.** Well-established drycleaning plant. Centrally located on main business street. Plenty of off-street parking. Plant is fully equipped and has tremendous possibilities. Equipment is in good condition. Total price \$95,750. This includes property, equipment and business. Write for brochure—Terms. C. E. Collette, D1 6-2901, Rt. 1, Box 1205, Colfax, Calif. 9350-2

**For sale: Northeastern Ohio solvent drive-in plant.** Same owner 35 years. Two bath washer-extractor, shirt storage equipment. Gross \$100,000 with quality reputation. Asking \$60,000 with \$20,000 down payment. Lease or sell large 14 year old building reasonable. Death and other interest force sale soon. **ADDRESS: Box 9354, THE NATIONAL CLEANER** -2

## HELP WANTED

Experienced top quality spotter with management ability. Solvent plant. Real opportunity for talented man. Middle Atlantic states. State references and approximate salary desired. **ADDRESS: Box 9355 NATIONAL CLEANER.** -7

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**DRYCLEANING: UNUSUAL CAREER OPPORTUNITY IN MASSACHUSETTS. ASSISTANT TO OWNER OF MEDIUM-SIZED QUALITY DRYCLEANING PLANT. MUST BE QUALIFIED TO SUPERVISE ALL PHASES—PRODUCTION, SALES, OFFICE, ETC. OWNER WANTS MORE TIME NOW AND A NEAR FUTURE RETIREMENT. CHANCE TO EVENTUALLY ACQUIRE PART OR ALL OF BUSINESS. ONLY HIGH-TYPE INDIVIDUAL WILL BE CONSIDERED. SEND RESUME AND SALARY EXPECTED IN FIRST LETTER. ADDRESS: Box 9351, THE NATIONAL CLEANER.** -7

**FANCY SPOTTER,** cleaner, capable of helping presser in pinches. Steady, reliable. Give details in first letter. References. Albany, N. Y. **ADDRESS: Box 9362, NATIONAL CLEANER.** -7

## SITUATIONS WANTED

Experienced cleaner, spotter and manager. Institute graduate. 35 years of experience. Can train help. Must be modern quality plant in Middle West. Do not drink. \$85 per week, prefer good laundry. **ADDRESS: Box 9358, NATIONAL CLEANER.** -5

Manager's position wanted. Will accept cleaner-spotter in medium-sized plant, with washer-extractor unit, if offer is right. Family man, sober, dependable, honest. Would like management in package plant. **ADDRESS: Box 9308, THE NATIONAL CLEANER.** -5

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FROM OUT OF THE WEST, comes suede & leather work at its BEST. RICHARD KELLEY'S MEL-O-FLEX SUEDE & LEATHER REFINISHING SERVICE, 500 West Grand, Oklahoma City 2, Okla. Member N.I.D. and S.L.R.A. 8901-13

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Forse silk unit—like new offset press, two puffer units, complete with head vacuum control. Priced for quick sale. ADDRESS: Box 9364, THE NATIONAL CLEANER. 4

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## MACHINERY WANTED

WANTED: USED HOFFMAN UTILITY PRESSES, any model, any amount. Address: "M.A.T.S.A.", Alvaro Obregón #147—Santa Anita, Ixtacalco—Méjico 8, D. F. 9094-3

Wanted: 30" x 40" to 36" x 54" D. C. washer, filter and tumbler. Contact J. N. Stewart, Spring Garden Cleaners, Orange, Virginia. 9359-3

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You reach your market best through the advertising pages of THE NATIONAL CLEANER because its readers want and need the information they get month after month, sufficiently to pay for each issue—year after year.

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## ENGINEERING—The ABC's of Pump Maintenance

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## DRYCLEANING COIN-OP ROUND-UP—Early Experiences and Customer Reactions

## THE NATIONAL CLEANER

466 Lexington Ave.  
New York 17, N. Y.  
Oregon 9-4000

## IN MEMORIAM . . . —continued from page 76

indeed, be missed by everyone in our industry.

Most of all, we'll miss just a plain swell guy.

H. R. NORREN, Vice-President  
Detrex Chemical Industries, Inc.  
Detroit, Mich.

I just heard about Art—and it was a shock.

I am extremely sorry. Art was not only a very nice guy, but he certainly was doing a terrific job for THE NATIONAL CLEANER.

Please accept my sincere sympathy on behalf of his family and all his friends at Reuben H. Donnelley.

FRANK H. HANIGAN  
Advertising Manager  
The Prosperity Company  
Syracuse, N. Y.

The whole country was horrified to hear about the appalling airplane accident in New York over the weekend and I'm sure everyone in the laundry and drycleaning industry was as shocked and grieved as we were to find Arthur Schuelke's name among the casualties.

The entire industry has suffered a serious loss in his passing and we at AIL, who had the privilege of knowing and working with him, have lost a good friend.

Everyone at AIL joins me in sending our warmest sympathy to his family and to his co-workers.

GEORGE ISAACSON, General Manager  
American Institute of Laundering  
Joliet, Ill.

. . . Naturally, it was a shock to all of us at the Institute to learn of the tragedy and that it had to be Art Schuelke.

I knew Art fairly well and always liked him a great deal . . .

ALBERT JOHNSON  
Executive Consultant  
American Institute of Laundering  
Joliet, Ill.

I find it impossible to adequately express my feelings at the loss of a friend.

Art Schuelke and I spent many happy hours together at many industry conventions over the years. To me Art was a knowledgeable man in his chosen industry—a fellow with a heart like all outdoors—always interested in the other fellow's problems—

a man whom to know was to respect.

How do we measure who will miss him most? His family, of course—but they can be sure that all of us in the Twin Industries share their sorrow.

We'll all miss Art.

GEO. MILLER  
Management Consultant to the  
Twin Industries  
Woodstock, Ont., Canada

Were shocked to learn of Arthur Schuelke's death . . .

H. DON FORSE  
Forse Corporation  
Anderson, Ind.

I learned this morning of the tragic death of Arthur Schuelke. It was a great shock to me. Art was one of the most outstanding men in our industry in every perspective of measurement and accomplishment. This loss will be felt by every drycleaner in North America. We, the officers, directors and members of Management Engineering Association, are grieved beyond the mere use of words to express our sympathy.

MAX L. HALL, Managing Executive  
Management Engineering Association  
Washington, D. C.

This tragedy has left us heartbroken . . .

DICK KELLEY  
Melody Cleaners  
Oklahoma City, Okla.

Directors and executives express sincere regret at death of Mr. Art Schuelke.

Dry Cleaners Research Institute  
New Zealand

The personnel of my company join me in expressing our deepest sympathy in the tragic loss of Arthur Schuelke.

SAMUEL G. KRIVIT  
United Business Publications  
New York, N. Y.

To say the least, we were greatly shocked when we belatedly learned of the sudden and untimely death of Art Schuelke, our good friend . . .

Though sympathy is small consolation from those who share your sorrow, we want you to know how keenly Art's loss is felt by everyone here.

We do not need to tell you of the respect and admiration in which he was held by all who knew him, in and out of the industry.

Other members of our firm join me in this expression of our deep sympathy. We only wish it were within our power to alleviate the sadness that has come to you, his associates, and to his family.

IRVING VICTOR  
Executive Vice-President  
Vic Manufacturing Co.  
Minneapolis, Minn.

. . . Our industry has lost a most valuable contributor . . .

NORVIN L. PELLERIN  
Pellerin Milnor Corporation  
New Orleans, La.

It is with sorrow that we learned of the untimely death of Art Schuelke . . .

GASTON ALBRIGHT, President  
Pantex Manufacturing (Canada) Ltd.  
Montreal, P. Q., Canada

It was with deep regret that I recently learned of the tragic death of Arthur F. Schuelke . . .

Art will long be remembered as a sincere and dedicated representative of the drycleaning industry.

HARRY KERSHMAN  
Bonnie Cleaners Ltd.  
Ottawa East, Ont., Canada

We hasten to inquire is it possible that the casualty list of the air transports colliding over Brooklyn last week included "our" Arthur F. Schuelke . . .

HARRY PLOUS  
Spic and Span Cleaners  
Milwaukee, Wis.

. . . Words fail one at a time like this. I know if the tables were turned, and I would have been on that plane, Art would have found the words to pay a final tribute to me as a member of the drycleaning industry. Yet, I lack for words to express my deep and sincere sympathy to such a wonderful guy, with such a gay smile and sense of humor—a person who gave so much to the drycleaners of not only U.S.A. but to those abroad. He will be missed greatly . . .

DR. DOROTHY S. LYLE  
Director of Consumer Relations  
National Institute of Drycleaning  
Silver Spring, Md.

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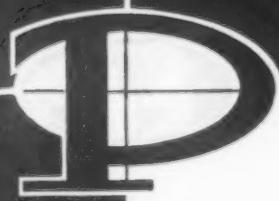
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